Analysis Questions and Analysis Answers

For Administrative Support and Student Support Units

Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit’s clients/customers that you might attribute to these changes.

For the past five years, University Relations has focused on integrating content-rich copy across all platforms. As a result, we have increased the number of stakeholders we have reached and generated a more positive perception of UA among those stakeholders.

- During this time, Media Relations generated significant, ongoing news coverage of the University, providing information to stakeholders through the UA website, multimedia projects, fact sheets, talking points, photographs, videos and social media.
- University Relations produced DVDs for a variety of internal organizations and departments of a variety of topics. All videos were posted online and on channels such as YouTube and Vimeo, and touted in print, online and via social media. Video content and DVDs are particularly effective when telling the UA story and using them to quickly respond to issues is a key strategy.
- Continual review, evaluation and analysis of website traffic statistics gathered by Google Analytics as well as Facebook Page Insights and Twitter statistics/feedback has led to increased understanding of the effectiveness of communications efforts and informed strategies and tactics for these efforts. Because of significant growth in mobile markets and the large number of users who access UA content through social networks, Web Communications placed special emphasis on building and enhancing mobile and social media offerings in addition to top-level web sites.
- Usage patterns and trends are evaluated as part of standard review of website statistics each semester, involving assessment of top content pages and platforms, identifying patterns/trends, analyzing behavior of users, and investigating possible causes of those patterns/trends (i.e. changes in navigation, differences in mobile device user experience, industry shifts, effectiveness of content types, etc.) As usage trends have shown a dramatic rise in the prominence of social media and mobile technology usage among our audience, we have placed greater emphasis on enhancing the quality and quantity of relevant and engaging content on these platforms. Additionally, greater resources were expended to create highly-customized experiences for users of mobile devices, and additional emphasis was placed on richer mobile-friendly content.

Mission / Purpose

The Office of University Relations is focused on increasing awareness of the positive impact The University of Alabama has on individuals, the community, the State of Alabama, the Southeastern region and the nation. Using a variety of vehicles, University Relations strengthens the sense of community, connection and loyalty between the University and its key stakeholders; increases the value these stakeholders place on the ways the University fulfills its mission of teaching, research and service; and enhances the University’s ability to attract and sustain the resources it needs to continue to be successful.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Print, broadcast, electronic media

The University’s story will be told through print, broadcast and electronic media in compelling, creative and memorable vehicles that resonate with key stakeholders

Connected Document

University Relations Timetable

Related Measures

M 1: Daily report for media placements

Media Relations will compile a daily report and weekly summary of media placements.

Source of Evidence: External report

Target:

no target identified.

Related Action Plans (by Established cycle, then alpha):

Daily media reports

Established in Cycle: 2011-2012

Media Relations will seek additional sources to provide the most complete daily report of media placements possible. This will...

UA branding strategy

Established in Cycle: 2013-2014

The University will launch a new branding campaign this year, that is focused on being the “Capstone of Higher Education.” 2...

For full information, see the Details of Action Plans section of this report.
M 2: Monthly tracking of news and media
Media Relations will track news releases and media pitches monthly.

Source of Evidence: Activity volume

Target:
No target established.

Related Action Plans (by Established cycle, then alpha):

Monthly tracking of news and media
Established in Cycle: 2011-2012
Media Relations will continue to review media pitch opportunities in weekly staff meetings, placing increased emphasis on stra...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

OthOtcn 2: Broadcast media relations
Broadcast media relations will deliver content-rich communications to key stakeholders through the use of broadcast tools, and serve as a liaison between UA and the broadcast media outlets.

Related Measures

M 3: Video content for all platforms
Tell the story through student, faculty and staff video features on the UA home page, video content for the online research magazine, DVDs and feature stories for Admissions, Student Affairs and other UA organizations.

Source of Evidence: Administrative measure - other

Target:
No target established.

Related Action Plans (by Established cycle, then alpha):

Video content for all platforms
Established in Cycle: 2011-2012
The Broadcast Media Relations Department will strategically plan and produce videos in order to reach our key stakeholders. Thi...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

M 4: Relationships with broadcast media
Work daily with broadcast media outlets, both proactively and reactively, on news stories related to UA, by pitching stories about research, programs and events taking place on campus and by cultivating relationships with members of the broadcast media community.

Source of Evidence: Administrative measure - other

Target:
No target established.

Related Action Plans (by Established cycle, then alpha):

Relationships with broadcast media
Established in Cycle: 2011-2012
This department will also proactively pitch events and stories to broadcast media outlets as well as respond to request from bro...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

OthOtcn 3: Internal communications
The UA campus community will be informed of events/activities, policies/procedures, emergencies and other pertinent information, as well as made aware of the "good news" about UA (research efforts, academic excellence and outreach, awards/recognitions, planned growth with quality, etc.

Connected Document
University Relations Timetable

Related Measures

M 5: Newsletters and e-mail production
Produce and disseminate newsletters and emails in a timely and effective manner.

Source of Evidence: Service Quality

Target:
No targets established.
Related Action Plans (by Established cycle, then alpha):

Newsletters and e-mail production
Established in Cycle: 2011-2012
During 2013-2014, internal communications will do the following: Review the use of certain social media as a method of reaching...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

M 6: Internal vehicles
Compile an annual list of vehicles used, as well as their quantity and frequency of distribution

Source of Evidence: Activity volume

Target:
No target established,

Related Action Plans (by Established cycle, then alpha):

Internal Vehicles
Established in Cycle: 2011-2012
During 2013-2014, internal communications will do the following: 1. Review the use of certain social media as a method...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

OthOtcm 4: Web communications
Use technology, including the central UA institutional Web presence, mobile Web sites and social media channels, to deliver rich, relevant content and robust interactive features to engage audiences and build awareness of and positive impressions of UA's impact on stakeholders.

Connected Document
University Relations Timetable

Related Measures

M 7: Web metrics
Use advanced metrics that detail usage of University Web sites and social media channels to gauge the effectiveness of communications goals through the evaluation of viewership and interactions with selected content, and guide future communications plans by these metrics with effective delivery of content in mind.

Source of Evidence: Document Analysis

Target:
No target established.

Related Action Plans (by Established cycle, then alpha):

Web metrics
Established in Cycle: 2011-2012
Because of the significant growth in the mobile markets and the large number of users who access UA content through social net...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

M 8: Home page metrics
Use usage patterns and trends derived from analytical data to improve the ease of locating key information for visitors to UA.edu, thereby creating a more satisfying user experience and creating positive impressions of UA.

Measure 4.3 (Optional)

Source of Evidence: Document Analysis

Target:
No target established.

Related Action Plans (by Established cycle, then alpha):

Home page metrics
Established in Cycle: 2011-2012
In 2013-2014, a new content-focused, more engaging UA Mobile Web will be developed and rolled out in order to capitalize on th...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.
OthOtcm 5: Design and Production
We will provide our clients with a consistent look and feel for their marketing materials that accurately communicates their key messages and helps them achieve their goals and objectives.

Connected Document
University Relations Timetable

Related Measures

M 9: Design and production processes
Monitor the number of jobs that are completed on time and the number of jobs that are late because of process issues compared to client-originated delays; identify bottlenecks and adjust accordingly to achieve efficiency and accuracy.

Source of Evidence: Service Quality

Target:
No target established.

Related Action Plans (by Established cycle, then alpha):
Design and Production processes
Established in Cycle: 2011-2012
Since most the delays occur during summer months when more people are off, we are asking clients to provide us with dates they...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

M 10: Ad effectiveness
Track advertisements to be able to monitor responses, to help determine successful achievement of the client's goals and objectives.

Source of Evidence: Administrative measure - other

Target:
No target established.

Related Action Plans (by Established cycle, then alpha):
Ad effectiveness
Established in Cycle: 2011-2012
Because some ads require quick turnaround times, we will continue to work with Purchasing to expedite the approval process for e...

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

OthOtcm 6: Photography
Produce creative, content-rich imagery that reflects the University's engagement in teaching, research and service.

Connected Document
University Relations Timetable

Related Measures

M 11: Photography shoots
Track the number of photography shoots, and keep data on the number of photography shoots completed on time.

Source of Evidence: Activity volume

Target:
No target established.

Finding (2013-2014) - Target: Met
Photography assignments were tracked using Microsoft Access database. Each assignment was scheduled based on date, time and photographer, and then assigned a unique number. As each assignment was completed, it was recorded in Access database.

Interpretations and Conclusion: We found that we had completed 950 photo assignments from September 2012 to June 2013. Of those, nearly 90 percent were completed on time. Our staff did a great job of providing creative imagery in a timely manner. We tracked progress on each photo shoot and were able to balance new incoming shoots and reshoots with existing and last-minute requests, while keeping 89.6 percent of photos within the targeted deadline.

Related Action Plans (by Established cycle, then alpha):

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

M 12: Photographs via Cumulus users
Track the number of Cumulus users and the number of photographs available to users via Cumulus.
Source of Evidence:  Activity volume

Target:
No target established.

Finding (2013-2014) - Target: Met
The Cumulus software has various tools that allow us to calculate the number of users and images available to those users.

Interpretation and Conclusions: We found that we had 180 users and 42,920 photographs available to be viewed. Our staff did an excellent job this year of keeping Cumulus updated with fresh images and creative work. Our total number of available online photographs increased by approximately 7,500, while we also removed a number of older and outdated photos from the system.

Related Action Plans (by Established cycle, then alpha):

UA branding strategy
Established in Cycle: 2013-2014
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2...

For full information, see the Details of Action Plans section of this report.

OthOtcm 7: Branding Campaign
The University will launch a new branding campaign this year that is focused on the "Capstone of Higher Education."

Related Measures

M 13: Visual Identity standards
Visual Identity standards posted and widely available
Source of Evidence: Administrative measure - other
Finding (2013-2014) - Target: Met
Summary of Results: University Relations completed the process of posting and making widely available the visual identify standards.

Interpretations and Conclusions: University Relations has seen widespread adoption of the visual identity standards.

M 14: Branding Implemented
Branding implemented online, in videos, in print
Source of Evidence: Administrative measure - other
Target:
Branding implemented online, in videos, and in print.
Finding (2013-2014) - Target: Partially Met
Summary of results: As of March 31, 2014, University Relations is on target and making appropriate progress with the branding implementation online, in videos and in print.

Interpretations and Conclusions: University Relations is making progress with institutional commercials and other video, print, and web vehicles and tools.

M 15: New institutional commercials
New institutional commercials scripted and in process of being filmed/edited
Source of Evidence: Administrative measure - other

M 16: Media placements
Media placements and publications that focus on research, innovation, economic impact, etc.
Source of Evidence: Administrative measure - other

M 17: Videos
Videos that focus on the Capstone of Higher Education
Source of Evidence: Administrative measure - other

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Ad effectiveness
Because some ads require quick turnaround times, we will continue to work with Purchasing to expedite the approval process for each contract.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Ad effectiveness | Outcome/Objective: Design and Production

Projected Completion Date: 07/2014
Responsible Person/Group: Design and Production
Additional Resources: None

Daily media reports
Media Relations will seek additional sources to provide the most complete daily report of media placements possible.
This will include checking higher education blogs for UA mentions.

- **Established in Cycle:** 2011-2012  
- **Implementation Status:** In-Progress  
- **Priority:** High  

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Daily report for media placements  
**Outcome/Objective:** Print, broadcast, electronic media

- **Implementation Description:** Media Relations will review and track media placements at its weekly staff meetings.  
- **Projected Completion Date:** 07/2014  
- **Responsible Person/Group:** Media Relations  
- **Additional Resources:** None

**Design and Production processes**

Since most the delays occur during summer months when more people are off, we are asking clients to provide us with dates they will be out during the summer so we can both work around those dates, hopefully limiting the number of changes that occur and revising the completion date due to changes from a client.

- **Established in Cycle:** 2011-2012  
- **Implementation Status:** In-Progress  
- **Priority:** High  

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Design and production processes  
**Outcome/Objective:** Design and Production

- **Projected Completion Date:** 07/2014  
- **Responsible Person/Group:** Design and Production staff  
- **Additional Resources:** None

**Home page metrics**

In 2013-2014, a new content-focused, more engaging UA Mobile Web will be developed and rolled out in order to capitalize on the tremendous growth shown in the mobile browsing market.

- **Established in Cycle:** 2011-2012  
- **Implementation Status:** In-Progress  
- **Priority:** High  

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Home page metrics  
**Outcome/Objective:** Web communications

- **Projected Completion Date:** 07/2014  
- **Responsible Person/Group:** Web communications staff  
- **Additional Resources:** None

**Internal Vehicles**

During 2013-2014, internal communications will do the following:

1. Review the use of certain social media as a method of reaching a wider internal audience:
   
a. Twitter

   i. Would internal communications reach more students if it posted to Twitter in addition to the existing University Relations Twitter account?

   ii. Would it be beneficial for senior administration to share comments about UA and show involvement in and support for students and campus life/events via Twitter?

   b. Pinterest

   i. Does Pinterest have a purpose in internal communications?

2. If Twitter and Pinterest appear to be beneficial as new methods of sharing information with internal audiences, develop a timeline and action plan for implementation.

- **Established in Cycle:** 2011-2012  
- **Implementation Status:** In-Progress  
- **Priority:** High  

**Relationships (Measure | Outcome/Objective):**  
**Measure:** Internal vehicles  
**Outcome/Objective:** Internal communications

- **Projected Completion Date:** 07/2014  
- **Responsible Person/Group:** Internal Communications staff  
- **Additional Resources:** None

**Monthly tracking of news and media**

Media Relations will continue to review media pitch opportunities in weekly staff meetings, placing increased emphasis on strategies for placing stories in statewide online and print media in light of the changing media market, especially focusing on economic impact and innovation.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Monthly tracking of news and media | Outcome/Objective: Print, broadcast, electronic media

Projected Completion Date: 07/2014
Responsible Person/Group: Media Relations
Additional Resources: None

Newsletters and e-mail production
During 2013-2014, internal communications will do the following:
Review the use of certain social media as a method of reaching a wider internal audience:
  Twitter
  i. Would internal communications reach more students if it posted to Twitter in addition to the existing University Relations Twitter account?
  ii. Would it be beneficial for senior administration to share comments about UA and show involvement in and support for students and campus life/events via Twitter?
  Pinterest
  i. Does Pinterest have a purpose in internal communications?
  ii. If Twitter and Pinterest appear to be beneficial as new methods of sharing information with internal audiences, develop a timeline and action plan for implementation.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Newsletters and e-mail production | Outcome/Objective: Internal communications

Projected Completion Date: 07/2014
Responsible Person/Group: Internal Communications staff
Additional Resources: None

Relationships with broadcast media
This department will also proactively pitch events and stories to broadcast media outlets as well as respond to request from broadcast media outlets. Focus will be on economic impact and innovation.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Relationships with broadcast media | Outcome/Objective: Broadcast media relations

Projected Completion Date: 07/2014
Responsible Person/Group: Broadcast media relations
Additional Resources: None

Video content for all platforms
The Broadcast Media Relations Department will strategically plan and produce videos in order to reach our key stakeholders. This includes the production of videos for the UA homepage, Undergraduate Admissions, the online Research Magazine and video news releases.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Video content for all platforms | Outcome/Objective: Broadcast media relations

Projected Completion Date: 07/2014
Responsible Person/Group: Broadcast media relations
Additional Resources: None

Web metrics
Because of the significant growth in the mobile markets and the large number of users who access UA content through social networks, Web Communications will place special emphasis on continuing to build and enhance mobile and social media offerings in addition to the top-level web sites in 2013-2014.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Web metrics | Outcome/Objective: Web communications

Projected Completion Date: 07/2014
Responsible Person/Group: Web communications staff
Additional Resources: None

UA Branding Strategy
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-2014 Projects for Broadcast Media and Video Production Continue to work as the liaison between local, national and international broadcast media and UA faculty, staff and students Continue to promote events on UA campus to local and national media Production of new UA institutional commercial spots Launch the Capstone of
Higher Education Campaign with several videos Continue to produce I Work at UA videos Continue to produce videos for The Office of the President of UA Online Research Magazine videos Undergraduate Admissions: Continue Capstone Experience video web series Continue Expanding Horizons video web series Continue Beyond Bama video web series • Undergraduate Admissions Guidebook Blippar Videos (6 planned) - Annual Admissions guidebook will have 6 'Blippable' images inside that will allow students to engage with Admissions media in a new way. Videos will consist of current students talking about the University and the Admissions process. • Undergraduate Admissions Mailer Blippar Videos (4 planned) - Annual Admissions mail pieces will also have 'Blippable' media. These videos will use current students and faculty to explain the various schools at UA. • Recruiting Reception Invitation Video (1 planned) - Trendy Undergraduate Admissions video that is very engaging created to invite students to an upcoming recruiting reception in their area. May be altered for each recruiting reception. • Update Digital Viewbook Videos (4 videos) - The current Digital Viewbook are two years old, so they must be updated. These include A Day In The Life, Recruiter Video, You Are UA, and Academics & Majors. • Unnamed Undergraduate Admissions Online Promo

Established in Cycle: 2012-2013
Implementation Status: In-Progress
Priority: High
Implementation Description: The new campaign will be cross-functional with new visual identity standards, new ads, new institutional commercials and a new look for print, video and online.
Projected Completion Date: 07/2014
Responsible Person/Group: All University Relations departments

UA branding strategy
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education."

2013-2014 Projects for Broadcast Media and Video Production
Continue to work as the liaison between local, national and international broadcast media and UA faculty, staff and students
Continue to promote events on UA campus to local and national media
Production of new UA institutional commercial spots
Launch the Capstone of Higher Education Campaign with several videos
Continue to produce I Work at UA videos
Continue to produce videos for The Office of the President of UA
Online Research Magazine videos

Undergraduate Admissions:
Continue Capstone Experience video web series
Continue Expanding Horizons video web series
Continue Beyond Bama video web series

• Undergraduate Admissions Guidebook Blippar Videos (6 planned) - Annual Admissions guidebook will have 6 'Blippable' images inside that will allow students to engage with Admissions media in a new way. Videos will consist of current students talking about the University and the Admissions process.

• Undergraduate Admissions Mailer Blippar Videos (4 planned) - Annual Admissions mail pieces will also have 'Blippable' media. These videos will use current students and faculty to explain the various schools at UA.

• Recruiting Reception Invitation Video (1 planned) - Trendy Undergraduate Admissions video that is very engaging created to invite students to an upcoming recruiting reception in their area. May be altered for each recruiting reception.

• Update Digital Viewbook Videos (4 videos) - The current Digital Viewbook are two years old, so they must be updated. These include A Day In The Life, Recruiter Video, You Are UA, and Academics & Majors.

• Unnamed Undergraduate Admissions Online Promo

Established in Cycle: 2013-2014
Implementation Status: In-Progress
Priority: High
Relationships (Measure | Outcome/Objective):
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**Implementation Description:** The new campaign will be cross-functional with new visual identity standards, new ads, new institutional commercials and a new look for print, video and online.

**Projected Completion Date:** 07/2014

**Responsible Person/Group:** All University Relations departments
Mission / Purpose

The Office of University Relations is focused on increasing awareness of the positive impact The University of Alabama has on individuals, the community, the State of Alabama, the Southeastern region and the nation. Using a variety of vehicles, University Relations strengthens the sense of community, connection and loyalty between the University and its key stakeholders; increases the value these stakeholders place on the ways the University fulfills its mission of teaching, research and service; and enhances the University's ability to attract and sustain the resources it needs to continue to be successful.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcn 1: Print, broadcast, electronic media
The University's story will be told through print, broadcast and electronic media in compelling, creative and memorable vehicles that resonate with key stakeholders

Related Measures

M 1: Daily report for media placements
Media Relations will compile a daily report and weekly summary of media placements.

Target:
no target identified.

Finding (2012-2013) - Target: Met
Measure 1: Media Relations compiled a daily report of media placements that was distributed to UA administrators and posted on the UA website. The University received significant coverage of events, activities, honors and research in statewide and, in some cases, regional and national media. Among the hundreds of positive placements were stories on the Associated Press national wire, New York Times, Washington Post and Chicago Tribune. Examples include construction, new programs on campus, community service, research, enrollment, Goldwater Scholars, NSF CAREER Awards, commencement and many more.

Interpretations and Conclusions: Media Relations effectively used a variety of vehicles and a cross-platform approach to ensure positive coverage for UA during this time. Research stories in particular received significant attention, especially in national venues. Media Relations will continue to focus on placing research stories in national, regional and statewide media.

Related Action Plans (by Established cycle, then alpha):

Daily media reports
Established in Cycle: 2011-2012
Media Relations will continue to seek additional sources to provide the most complete daily report of media placements possibl...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-...

For full information, see the Details of Action Plans section of this report.

M 2: Monthly tracking of news and media
Media Relations will track news releases and media pitches monthly.

Source of Evidence: Activity volume

Target:
No target established.

Finding (2012-2013) - Target: Met
Measure 2: Media Relations tracked news releases and media pitches at weekly staff meetings, posting and distributing 469 news releases in 2012-2013, an average of almost 40 per month. Staff members reviewed and discussed plans for promoting UA in the media, brainstormed ideas and evaluated results. Media Relations provided information to generate significant, ongoing news coverage of the University, and provided information to stakeholders through the UA website, multimedia projects, fact sheets, talking points and other means.

Interpretations and Conclusions: Staff members effectively leveraged their relationships with media and their knowledge of their assigned colleges and schools and divisions to find and place positive stories about the institution, our faculty and staff and our students. Media Relations will continue to use their expertise to place positive stories, focusing on the University's priorities such as economic development, innovation and research.
Related Action Plans (by Established cycle, then alpha):

**Monthly tracking of news and media**
*Established in Cycle: 2011-2012*
Media Relations will continue to review media pitch opportunities in weekly staff meetings, placing increased emphasis on stra...

**UA Branding Strategy**
*Established in Cycle: 2012-2013*
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-...

For full information, see the Details of Action Plans section of this report.

OthOtcm 2: Broadcast media relations

Broadcast media relations will deliver content-rich communications to key stakeholders through the use of broadcast tools, and serve as a liaison between UA and the broadcast media outlets.

Connected Document

University Relations Timetable

Related Measures

**M 3: Video content for all platforms**
Tell the story through student, faculty and staff video features on the UA home page, video content for the online research magazine, DVDs and feature stories for Admissions, Student Affairs and other UA organizations.

Source of Evidence: Administrative measure - other

**Target:**
No target established.

**Finding (2012-2013) - Target: Met**
The Broadcast Media Relations Department were received hundreds of views on the UA home page. Undergraduate Admissions distributed more than 200-thousand DVDs to prospective UA students that were produced by our staff. A new staff member was added to specifically assist with videos for Admissions. The Broadcast Media Relations Department regularly produced videos for the various mediums and outlets we have available to us.

Produced videos for The Office of President of UA on campus issues

16 videos produced for UA's College of Community Health Sciences which are featured on UA's Homepage (UA Health Corner).

21 videos produced for UA's 50th Anniversary of the Stand in the Schoolhouse Door Commemoration.  
1.) Through the Doors Tribute Video**
2.) Through the Doors Event
3.) Through the Doors: Champions for Change Event
4.) Through the Doors: Interfaith Prayer Breakfast Event
5.) Civil Rights Pilgrimage
6.) UA Administrator Dr. Art Dunning Discusses 50th Anniversary
7.) UA Honors Dr. Archie Wade
8.) Dr. Archie Wade Discusses 50th Anniversary
9.) Mayor Eddie Lowe Discusses 50th Anniversary
10.) Malone-Hood Plaza Dedication
11.) Notes from Alabama: Malone-Hood Plaza
12.) Vivian Malone Jones Interview
13.) 50th Anniversary of Autherine Lucy Foster's Enrollment: Part 1
14.) 50th Anniversary of Autherine Lucy Foster's Enrollment: Part 2
15.) 50th Anniversary of Autherine Lucy Foster's Enrollment: Part 3
16.) UA Gospel Choir Celebrates 40th Anniversary
17.) Notes from Alabama: Million Dollar Band
18.) Panel Discussion with Autherine Lucy Foster and Dr. James Hood
19.) Opening Doors Symposium
20.) Opening Doors Panel Discussion
21.) Wendell Hudson Discusses 50th Anniversary

**The tribute video which was shown at the June 11, 2013 event required 9 different shoots in different locations around the state, and took approximately 120 hours to produce.**

UA Research web site:
1.) Soaking Up Noise
2.) Fruit Flies Reveal Keys to Obesity
3.) UA's College of Communication and Information Sciences Launches a Sports Communication Program
4.) Addressing Addictions Through Virtual Technology

Other videos produced:
Purple Heart Ceremony
U.S. Army Reserve Sgt. Jordan Carpenter Discusses UA's Office of Military Affairs
I Work at UA: Assistant Professor of Gender and Race Studies
I Work at UA: Morning Edition Host
UA Board of Trustees Name Dr. Judy Bonner President
Dr. Bonner Welcomes Students to Campus
Fall 2013 Welcome Video

Undergraduate Admissions:

- Capstone Character (5 videos) - Film series developed as required viewing for incoming freshmen that highlighted some common misconduct offenses in an entertaining, relevant format
• Undergraduate Admissions Web Tour (16 videos) - Podcast videos designed for personal campus tours. Students may download the videos on their mobile device or borrow an iPad Mini from Admissions and walk around the campus at their leisure, activating videos at key points in the tour.
• Recruiting Reception Videos (2 videos) - video of UA campus with UA facts superimposed for the purpose of showing at Recruiting Receptions. Created separate honors and regular reception videos. These videos were also uploaded onto iPads for the recruitment team.
• Welcome Center Video (1 video) - consist of video of UA campus with facts superimposed for the purpose of looping at the Welcome Center

Undergraduate Admissions Launched three new video web series: Capstone Experience, Expanding Horizons and Beyond Bama.
• Capstone Experience (4 videos) - Undergraduate Admissions; Student-hosted video series highlighting various aspects of UA. Designed with the intention of being able to display any aspect of the University.
• Expanding Horizons (6 videos) - Undergraduate Admissions video series showing students that are involved in interesting projects or trips out of state. These include study abroad trips as well as interesting personal trips for vacation or enrichment.
• Beyond Bama (10 videos) - Undergraduate Admissions video series consisting of interviews with successful UA Alumni in interesting or recognizable positions around the nation. Our current 10 videos are with NYC alumni and will be released over the course of the next year.
• Blippar Interactive Print Piece - Undergraduate Admissions has teamed with Blippar in order to create a more engaging experience with potential students. Students may use their iPhones or Android device to scan Blippar material and watch it come to life, creating an interactive media experience. Our first test was very successful; more planned for next year.

Placed You are UA - Undergraduate Admissions billboards in Atlanta, Houston, Dallas and Cincinnati.

Interpretations and Conclusions: Video content and DVDs are particularly effective when telling the UA story and are vehicles of choice for key stakeholders. The ability to quickly respond to issues and brag points is a key strategy, in addition to longer-term goals and objectives.

Related Action Plans (by Established cycle, then alpha):

Video content for all platforms
Established in Cycle: 2011-2012
The Broadcast Media Relations Department will strategically plan and produce videos that reach our key stakeholders. This inclu...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013–...

For full information, see the Details of Action Plans section of this report.

M 4: Relationships with broadcast media
Work daily with broadcast media outlets, both proactively and reactively, on news stories related to UA, by pitching stories about research, programs and events taking place on campus and by cultivating relationships with members of the broadcast media community.

Source of Evidence: Administrative measure - other

Target:
No target established.

Finding (2012-2013) - Target: Met
The Broadcast Media Relations Department uses a media placement service that provides a daily report of mentions of The University of Alabama in broadcast media outlets. We compile that information daily to determine where and how UA is mentioned in the media. The department also records all news broadcast in the Birmingham/Tuscaloosa television news market. This department generated 4,723 (non-sports related) broadcast media placements and coordinated 24 location agreements for video productions filmed on the UA campus.

Crisis Communication: UR Broadcast Media Relations is responsible for activating UA’s indoor/outdoor public address system and digital signage system in the event of a crisis on campus. These systems were tested every month during the last year. The monthly tests took approximately 1 hour per month to complete. In April, 2013, UR Broadcast Media Relations activated the indoor/outdoor public address system and the digital signage system to warn the campus community about severe weather, and to inform students, faculty and staff of the cancellation of classes. This severe weather event, including the warning process and contacting the broadcast media was an all day event.

Interpretations and Conclusions: The Broadcast Media Relations Department was very successful in getting placements for many of the outstanding news events that happened on campus within the past year. We were also successful in getting many UA professors to be interviewed by broadcast media outlets as experts in their field.

Related Action Plans (by Established cycle, then alpha):

Relationships with broadcast media
Established in Cycle: 2011-2012
This department will proactively pitch events and stories to broadcast media outlets as well as respond to request from broadcastas...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013–...

For full information, see the Details of Action Plans section of this report.
OthOtm 3: Internal communications
The UA campus community will be informed of events/activities, policies/procedures, emergencies and other pertinent information, as well as made aware of the “good news” about UA (research efforts, academic excellence and outreach, awards/recognitions, planned growth with quality, etc.

Connected Document
University Relations Timetable

Related Measures

M 5: Newsletters and e-mail production
Produce and disseminate newsletters and emails in a timely and effective manner.
Source of Evidence: Service Quality

Target:
No targets established.

Finding (2012-2013) - Target: Met

Measure 5:

Internal Communications established a schedule for newsletter distribution (print and online). Emails containing various content (administrative announcements, emergencies, campus updates) were sent as needed.

Schedule for Dialog Extra: Dialog Extra is a twice weekly supplement to Dialog that is e-mailed to faculty and staff each Monday and Thursday.

Schedule for Dialog: Dialog is published for UA faculty and staff every Monday during the academic year and periodically during the summer.

Dialog 2012–2013 Issue Dates
Aug. 13 (Vol. 32, No. 24)
Aug. 20 (Vol. 32, No. 25)
Aug. 27 (Vol. 32, No. 26)
Sept. 4 (Vol. 32, No. 27)
Sept. 10 (Vol. 32, No. 28)
Sept. 17 (Vol. 32, No. 29)
Sept. 24 (Vol. 32, No. 30)
Oct. 1 (Vol. 32, No. 31)
Oct. 8 (Vol. 32, No. 32)
Oct. 15 (Vol. 32, No. 33)
Oct. 22 (Vol. 32, No. 34)
Oct. 29 (Vol. 32, No. 35)
Nov. 5 (Vol. 32, No. 36)
Nov. 12 (Vol. 32, No. 37)
Nov. 19 (Vol. 32, No. 38)
Dec. 3 (Vol. 32, No. 39)
Jan. 7 (Vol. 33, No. 1) online only
Jan. 14 (Vol. 33, No. 2)
Jan. 22 (Vol. 33, No. 3)
Jan. 28 (Vol. 33, No. 4)
Feb. 4 (Vol. 33, No. 5)
Feb. 11 (Vol. 33, No. 6)
Feb. 18 (Vol. 33, No. 7)
Feb. 25 (Vol. 33, No. 8)
March 4 (Vol. 33, No. 9)
March 11 (Vol. 33, No. 10)
March 18 (Vol. 33, No. 11)
April 1 (Vol. 33, No. 12)
April 8 (Vol. 33, No. 13)
April 15 (Vol. 33, No. 14)
April 22 (Vol. 33, No. 15)
April 29 (Vol. 33, No. 16)
May 6 (Vol. 33, No. 17) online only
May 13 (Vol. 33, No. 18) online only
May 20 (Vol. 33, No. 19) online only
June 3 (Vol. 33, No. 20) online only
June 17 (Vol. 33, No. 21) online only
July 15 (Vol. 33, No. 22) online only

Interpretations and Conclusions: Results continue to be positive. Readers continued to provide unsolicited
comments on items they found helpful, entertaining and informative. The IC staff continues to add new
content to Dialog and to expand services to divisions on campus who need to provide timely information to
faculty, staff and students.

Related Action Plans (by Established cycle, then alpha):

Newsletters and e-mail production
Established in Cycle: 2011-2012
During 2013-2014, internal communications will do the following: Review the use of certain social media as
a method of reachin...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of
Higher Education." 2013-...

For full information, see the Details of Action Plans section of this report.

M 6: Internal vehicles
Compile an annual list of vehicles used, as well as their quantity and frequency of distribution

Source of Evidence: Activity volume

Target:
No target established.

Finding (2012-2013) - Target: Met

Measure 6: In addition to an established schedule for distribution, a log was kept each month of
frequency and quantity of items sent. Five primary vehicles were used to disseminate
information to the campus: Dialog, Dialog Extra, UA Student News, Capstone E-letter and email.

Dialog
No. of issues for the year: 38
No. of copies printed for the year: Approximately 204,800

Dialog Extra
No. distributed: 102

UA Student News
No. distributed: 36

Capstone E-letter
No. distributed: 22

E-mail
Total no. of emails sent: 159
Students: 77
Faculty and staff: 82

August 2012
Frequency: As needed
To students (6): message from interim president, good sportsmanship, weather (2), water service, football tickets
To faculty and staff (5): message from interim president, weather (2), safety (2)

September 2012
Frequency: As needed
Quantity: 14
To students (8): Celebrating Achievement (2), safety (2), water shut off, drug-free campus, respect copyrights, weather
To faculty and staff (6): Celebrating Achievement (2), safety (2), water shut off, weather

October 2012
Frequency: As needed
Quantity: 9
To students (5): message from the president, Celebrating Achievement, safety (2), campus mail service
To faculty and staff (4): message from the president, Celebrating Achievement, safety (2)

November 2012
Frequency: As needed
Quantity: 21
To students (9): Celebrating Achievement (4), message from vice president for student affairs and SGA president, safety (3 – armed individual, all clear, emergency preparedness), Benson interim provost
To faculty and staff (12): Celebrating Achievement (4), safety (3), parking changes, Baldwin named vice president, Benson interim provost, message from the president, Bonner named president

December 2012
Frequency: As needed
Quantity: 1
To students: 0
To faculty and staff (1): president's holiday invitation

January 2013
Frequency: As needed
Quantity: 24
To students (10): Celebrating Achievement (2), football national championship celebration, weather (6), Get in the Game
To faculty and staff (14): Celebrating Achievement (2), football national championship celebration, weather (6), legislative update (3), traffic alert (2)

February 2013
Frequency: As needed
Quantity: 8
To students (4): message from the president (drugs), 50th anniversary kickoff, safety (2)
To faculty and staff (4): message from the president (drugs), 50th anniversary kickoff, safety (2)
March 2013
Frequency: As needed
Quantity: 16
To students (8): new athletic director, Mal Moore stepping down, Celebrating Achievement (3), safety (2), message from the dean of students
To faculty and staff (8): new athletic director, Mal Moore stepping down, Celebrating Achievement (3), safety (2), legislative update

April 2013
Frequency: As needed
Quantity: 28
To students (14): Mal Moore service (3), Celebrating Achievement (4), SGA president, weather (4), water shut off (2)
To faculty and staff (14): Mal Moore service (3), Celebrating Achievement (4), weather (4), water shut off (2), message from the dean of students on genocide project

May 2013
Frequency: As needed
Quantity: 7
To students (2): Celebrating Achievement, 50th anniversary events
To faculty and staff (5): Celebrating Achievement, 50th anniversary events, mail delay, public safety training exercise, Jo Bonner joins system office

June 2013
Frequency: As needed
Quantity: 4
To students (1): message from the president (tuition increase)
To faculty and staff (3): message from the president (tuition increase), safety message, weather

July 2013
Frequency: As needed
Quantity: 13
To students (7): honor code, vice president for research, phishing attack, water service, possible fraudulent email, safety (2)
To faculty and staff (6): honor code, vice president for research, interim dean of law school, safety (2), provost announcement

Interpretations and Conclusions: Distribution of information using these vehicles was comparable to or slightly above that of the previous year. Additional and creative content continue to keep readership high and internal audiences engaged.

Related Action Plans (by Established cycle, then alpha):

Internal Vehicles
Established in Cycle: 2011-2012
During 2013-2014, internal communications will do the following: 1. Review the use of certain social media as a method...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of
OthOtem 4: Web communications
Use technology, including the central UA institutional Web presence, mobile Web sites and social media channels, to deliver rich, relevant content and robust interactive features that engage audiences and build awareness of and positive impressions of UA's impact on stakeholders.

For full information, see the Details of Action Plans section of this report.

Related Measures

M 7: Web metrics
Use advanced metrics that detail usage of University Web sites and social media channels to gauge the effectiveness of communications goals through the evaluation of viewership and interactions with selected content, and guide future communications plans by these metrics with effective delivery of content in mind.

Source of Evidence: Document Analysis

Target: No target established.

Finding (2012-2013) - Target: Met

Measure 7 Analysis of website traffic statistics gathered by Google Analytics as well as Facebook Page Insights and Twitter statistics/feedback is conducted on a continual basis. Formal review and evaluation of these statistics is typically conducted each semester (Spring, Summer, Fall) and conclusions are drawn from these reviews. These conclusions are used to understand the effectiveness of communications efforts and to inform future strategies and tactics for these efforts.

Interpretations and conclusions: For the period of 6/1/12 - 5/31/12, UA.edu's web site pageviews (23,467,569) remained relatively constant while the number of unique visitors to these sites grew to a UA-high of 4,451,364. The largest areas of growth in web traffic were reflected in mobile browsing, where visits to UA.edu by mobile phone grew by 35% and visits by tablet grew 219%. UA's Facebook page grew to over 425,000 fans in this period, while UA's Twitter page grew to over 35,000 followers. Because of the significant growth in the mobile markets and the large number of users who access UA content through social networks, Web Communications will place special emphasis on continuing to build and enhance mobile and social media offerings in addition to the top-level web sites next year.

Related Action Plans (by Established cycle, then alpha):

Web metrics
Established in Cycle: 2011-2012
Because of significant growth patterns in the usage of mobile devices and social media for information consumption and interac...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-... For full information, see the Details of Action Plans section of this report.

M 8: Home page metrics
Use usage patterns and trends derived from analytical data to improve the ease of locating key information for visitors to UA.edu, thereby creating a more satisfying user experience and creating positive impressions of UA.

Measure 4.3 (Optional)

Source of Evidence: Document Analysis

Target: No target established.

Finding (2012-2013) - Target: Met

Usage patterns and trends are evaluated as part of standard review of website statistics each semester. This part of the review involves assessment of top content pages and platforms, identifying patterns/trends, analyzing behavior of users, and investigating possible causes of those patterns/trends (i.e. changes in navigation, differences in mobile device user experience, industry shifts, effectiveness of content types, etc.)

Interpretations and conclusions: As usage trends have shown a dramatic rise in the prominence of social media and mobile technology usage among our audience, greater emphasis has been placed on enhancing the quality and quantity of relevant and engaging content on these platforms. Additionally, greater resources were expended on creating highly-customized experiences for users of mobile devices and, in the coming year, additional emphasis on richer mobile-friendly content will become part of our strategy.

Related Action Plans (by Established cycle, then alpha):

Home page metrics
Established in Cycle: 2011-2012
Using intelligence gleaned from several years of data, we will again conduct a review of our content offerings and seek to imp...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of...
OthOtcm 5: Design and Production
As our clients continue to recruit students and dollars to the Capstone, we will provide them with a consistent look and feel for their marketing materials that accurately communicates their key messages and helps them achieve their goals and objectives.

Connected Document
University Relations Timetable

Related Measures

M 9: Design and production processes
Monitor the number of jobs that are completed on time and the number of jobs that are late because of process issues compared to client-originated delays; identify bottlenecks and adjust accordingly to achieve efficiency and accuracy.

Source of Evidence: Service Quality

Target: No target established.

Finding (2012-2013) - Target: Met
On a monthly basis, we track the number of jobs that met the final completion date vs. the jobs that had to be delayed for one reason or another. All work was aggregated to give us our year-end completion percentage.

Interpretations and Conclusions: More than 720 jobs were completed during the course of the year. Greater than 90 percent were completed by the original due date. Even when client changes delayed production, our staff was still able to meet original deadlines on the majority of the work. We will continue to work with clients to minimize the number of times we must adjust a final completion date due to changes.

Related Action Plans (by Established cycle, then alpha):
Design and Production processes
Established in Cycle: 2011-2012
Since most delays occur during summer months when more people are on vacation, we ask clients to provide us with dates they will...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-...

For full information, see the Details of Action Plans section of this report.

M 10: Ad effectiveness
Track advertisements to be able to monitor responses, to help determine successful achievement of the client's goals and objectives.

Source of Evidence: Administrative measure - other

Target: No target established.

Finding (2012-2013) - Target: Met
We tracked the number of "hits" to our ads by tagging the ads so we could tell the number of people who actually went to a link provided by the client – i.e. – Admissions.

Interpretations and Conclusions: The number of responses to our ad placements for our various clients was very strong. We were particularly effective in helping Admissions reach out to a significant number of potential students in Alabama and around the nation. The strength of the advertising can be seen in the continued record enrollment numbers for The University of Alabama. Because we have been successful at developing ads that help them meet their goals, Admissions continues to expand its advertising reach.

Related Action Plans (by Established cycle, then alpha):
Ad effectiveness
Established in Cycle: 2011-2012
Because some ads require quick turnaround times, we will continue to work with Purchasing to expedite the approval process for e...

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-...

For full information, see the Details of Action Plans section of this report.

OthOtcm 6: Photography
Produce creative, content-rich imagery that reflects the University's engagement in teaching, research and service.

Connected Document
University Relations Timetable

Related Measures

M 11: Photography shoots
Track the number of photography shoots, and keep data on the number of photography shoots completed on time.

Source of Evidence: Activity volume

Target:
Finding (2012-2013) - Target: Met
Photography assignments were tracked using Microsoft Access database. Each assignment was scheduled based on date, time and photographer, and then assigned a unique number. As each assignment was completed, it was recorded in Access database.

Interpretations and Conclusion: We found that we had completed 950 photo assignments from September 2012 to June 2013. Of those, nearly 90 percent were completed on time. Our staff did a great job of providing creative imagery in a timely manner. We tracked progress on each photo shoot and were able to balance new incoming shoots and reshoots with existing and last-minute requests, while keeping 89.6 percent of photos within the targeted deadline.

Related Action Plans (by Established cycle, then alpha):

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-...

For full information, see the Details of Action Plans section of this report.

M 12: Photographs via Cumulus users
Track the number of Cumulus users and the number of photographs available to users via Cumulus.

Source of Evidence: Activity volume

Finding (2012-2013) - Target: Met
Cumulus software has various tools that allow us to calculate the number of users and images available to those users.

Interpretations and Conclusions: We found that we had nearly 200 users and 42,920 photographs available to be viewed. Our staff did an excellent job this year of keeping Cumulus updated with fresh images and creative work. Our total number of available online photographs increased by approximately 10,000, while we also removed a number of older and outdated photos from the system.

Related Action Plans (by Established cycle, then alpha):

UA Branding Strategy
Established in Cycle: 2012-2013
The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-...

For full information, see the Details of Action Plans section of this report.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Ad effectiveness
Because some ads require quick turnaround times, we will continue to work with Purchasing to expedite the approval process for each contract.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Ad effectiveness | Outcome/Objective: Design and Production

Projected Completion Date: 07/2014
Responsible Person/Group: Design and Production
Additional Resources: None

Daily media reports
Media Relations will continue to seek additional sources to provide the most complete daily report of media placements possible. This will include checking higher education blogs for UA mentions and making great use of social media.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Daily report for media placements | Outcome/Objective: Print, broadcast, electronic media

Projected Completion Date: 07/2014
Responsible Person/Group: Media Relations
Additional Resources: None

Design and Production processes
Since most delays occur during summer months when more people are on vacation, we ask clients to provide us with dates they will be out during the summer so we can work around those dates, to limit the number of changes that occur and minimize the times we need to revise the completion date due.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Home page metrics
Using intelligence gleaned from several years of data, we will again conduct a review of our content offerings and seek to improve the quality and positioning of our content relative to the needs of users in order to provide a more satisfying and relevant user experience for all visitors.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective): Measure: Home page metrics | Outcome/Objective: Web communications
Projected Completion Date: 07/2014
Responsible Person/Group: Web communications staff
Additional Resources: None

Internal Vehicles
During 2013-2014, internal communications will do the following:

1. Review the use of certain social media as a method of reaching a wider internal audience:
   a. Twitter
      i. Would internal communications reach more students if it posted to Twitter in addition to the existing University Relations Twitter account?
      ii. Would it be beneficial for senior administration to share comments about UA and show involvement in and support for students and campus life/events via Twitter?
   b. Pinterest
      i. Does Pinterest have a purpose in internal communications?

2. If Twitter and Pinterest appear to be beneficial as new methods of sharing information with internal audiences, develop a timeline and action plan for implementation.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective): Measure: Internal vehicles | Outcome/Objective: Internal communications
Projected Completion Date: 07/2014
Responsible Person/Group: Internal Communications staff
Additional Resources: None

Monthly tracking of news and media
Media Relations will continue to review media pitch opportunities in weekly staff meetings, placing increased emphasis on strategies for placing stories in statewide online and print media in light of the changing media market. The staff will focus on economic impact, innovation and technology and make greater use of social media.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective): Measure: Monthly tracking of news and media | Outcome/Objective: Print, broadcast, electronic media
Projected Completion Date: 07/2014
Responsible Person/Group: Media Relations
Additional Resources: None

Newsletters and e-mail production
During 2013-2014, internal communications will do the following:
Review the use of certain social media as a method of reaching a wider internal audience:
   Twitter
      i. Would internal communications reach more students if it posted to Twitter in addition to the existing University Relations Twitter account?
      ii. Would it be beneficial for senior administration to share comments about UA and show involvement in and support for students and campus life/events via Twitter?
   Pinterest
i. Does Pinterest have a purpose in internal communications?

ii. If Twitter and Pinterest appear to be beneficial as new methods of sharing information with internal audiences, develop a timeline and action plan for implementation.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Newsletters and e-mail production | Outcome/Objective: Internal communications
Projected Completion Date: 07/2014
Responsible Person/Group: Internal Communications staff
Additional Resources: None

Photography shoots

We will begin spending more time in the planning stages of photo shoots with the designers who are requesting photographs. This should help address the need for reshoots and give us more lead-time on each photo shoot.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Projected Completion Date: 07/2014
Responsible Person/Group: Photography staff
Additional Resources: None

Relationships with broadcast media

This department will proactively pitch events and stories to broadcast media outlets as well as respond to request from broadcast media outlets.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Relationships with broadcast media | Outcome/Objective: Broadcast media relations
Projected Completion Date: 07/2014
Responsible Person/Group: Broadcast media relations
Additional Resources: None

Video content for all platforms

The Broadcast Media Relations Department will strategically plan and produce videos that reach our key stakeholders. This includes the production of videos for the UA homepage, Undergraduate Admissions, the online Research Magazine and video news releases.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Video content for all platforms | Outcome/Objective: Broadcast media relations
Projected Completion Date: 07/2014
Responsible Person/Group: Broadcast media relations
Additional Resources: None

Web metrics

Because of significant growth patterns in the usage of mobile devices and social media for information consumption and interactions, we will continue to place an even greater emphasis on our mobile properties and social media channels to drive greater growth in the coming year.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Web metrics | Outcome/Objective: Web communications
Projected Completion Date: 07/2014
Responsible Person/Group: Web communications staff
Additional Resources: None

UA Branding Strategy

The University will launch a new branding campaign this year, that is focused on being the "Capstone of Higher Education." 2013-2014 Projects for Broadcast Media and Video Production Continue to work as the liaison between local, national and international broadcast media and UA faculty, staff and students Continue to promote events on UA campus to local and national media Production of new UA institutional commercial spots Launch the Capstone of Higher Education Campaign with several videos Continue to produce videos for The Office of the President of UA Online Research Magazine videos Undergraduate Admissions: Continue Capstone Experience video web series Continue Expanding Horizons video web series Continue Beyond Bama video web series Undergraduate Admissions Guidebook Blippar Videos (6 planned) - Annual Admissions guidebook will have 6 ‘Blippable’ images inside that will allow students to engage with Admissions media in a new way. Videos will consist of current students talking about the University and the Admissions process. • Undergraduate Admissions Mailer Blippar Videos (4 planned) - Annual Admissions mail pieces will also have ‘Blippable’ media. These videos will use current students and faculty to explain the various schools at UA. • Recruiting Reception Invitation Video (1 planned) - Trendy Undergraduate Admissions video that is very engaging created to invite students to an upcoming recruiting reception in their area. May be altered for each recruiting reception. • Update Digital Viewbook Videos (4
Established in Cycle: 2012-2013  
Implementation Status: In-Progress  
Priority: High

Relationships (Measure | Outcome/Objective):
- **Measure**: Ad effectiveness | **Outcome/Objective**: Design and Production
- **Measure**: Daily report for media placements | **Outcome/Objective**: Print, broadcast, electronic media
- **Measure**: Design and production processes | **Outcome/Objective**: Design and Production
- **Measure**: Home page metrics | **Outcome/Objective**: Web communications
- **Measure**: Internal vehicles | **Outcome/Objective**: Internal communications
- **Measure**: Monthly tracking of news and media | **Outcome/Objective**: Print, broadcast, electronic media
- **Measure**: Newsletters and e-mail production | **Outcome/Objective**: Internal communications
- **Measure**: Photographs via Cumulus users | **Outcome/Objective**: Photography
- **Measure**: Photography shoots | **Outcome/Objective**: Photography
- **Measure**: Relationships with broadcast media | **Outcome/Objective**: Broadcast media relations
- **Measure**: Video content for all platforms | **Outcome/Objective**: Broadcast media relations
- **Measure**: Web metrics | **Outcome/Objective**: Web communications

Implementation Description: The new campaign will be cross-functional with new visual identity standards, new ads, new institutional commercials and a new look for print, video and online.

Projected Completion Date: 07/2014

Responsible Person/Group: All University Relations departments
Mission / Purpose

The Office of University Relations is focused on increasing awareness of the positive impact The University of Alabama has on individuals, the community, the State of Alabama, the Southeastern region and the nation. Using a variety of vehicles, University Relations strengthens the sense of community, connection and loyalty between the University and its key stakeholders; increases the value these stakeholders place on the ways the University fulfills its mission of teaching, research and service; and enhances the University's ability to attract and sustain the resources it needs to continue to be successful.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Print, broadcast, electronic media
The University's story will be told through print, broadcast and electronic media in compelling, creative and memorable vehicles that resonate with key stakeholders

Connected Document
University Relations Timetable

Related Measures

M 1: Daily report for media placements
Media Relations will compile a daily report and monthly summary of media placements.

Source of Evidence: External report

Target:
no target identified.

Finding (2011-2012) - Target: Met

How was the assessment measure implemented? (50 – 75 words)

Media Relations compiled a daily report of media placements that was distributed to UA administrators and posted on the UA website.

Summarize the assessment result: (50-75 words)

The University received significant coverage of events, activities, honors and research in statewide and, in some cases, regional and national media. Examples include tornado-related outreach and events, numerous research stories, enrollment, Goldwater Scholars, NSF CAREER Awards, Commencement, Rose Towers implosion and many more.

Related Action Plans (by Established cycle, then alpha):

Daily media reports
Established in Cycle: 2011-2012
Media Relations will seek additional sources to provide the most complete daily report of media placements possible. This will...

For full information, see the Details of Action Plans section of this report.

M 2: Monthly tracking of news and media
Media Relations will track news releases and media pitches monthly.

Source of Evidence: Activity volume

Target:
No target established.

Finding (2011-2012) - Target: Met

How was the assessment measure implemented? (50 – 75 words)

Media Relations tracked news releases and media pitches at weekly staff meetings, exceeding the goal of monthly assessments. Staff members reviewed and discussed plans for promoting UA in the media, brainstormed ideas and evaluated results.

Summarize the assessment result: (50-75 words)

Media Relations has provided information to generate significant, ongoing news coverage of the University, and provided information to stakeholders through the UA website, multimedia projects, fact sheets, talking points and other means.

Related Action Plans (by Established cycle, then alpha):

Monthly tracking of news and media
Established in Cycle: 2011-2012
Media Relations will continue to review media pitch opportunities in weekly staff meetings, placing increased
Media Relations will continue to review media pitch opportunities in weekly staff meetings, placing increased emphasis on stra... For full information, see the Details of Action Plans section of this report.

**OthOtom 2: Broadcast media relations**
Broadcast media relations will deliver content-rich communications to key stakeholders through the use of broadcast tools, and serve as a liaison between UA and the broadcast media outlets.

**Connected Document**  
University Relations Timetable

**Related Measures**

**M 3: Video content for all platforms**  
Tell the story through student, faculty and staff video features on the UA home page, video content for the online research magazine, DVDs and feature stories for Admissions, Student Affairs and other UA organizations.

Source of Evidence: Administrative measure - other

**Target:**  
No target established.

Finding (2011-2012) - Target: Met

b. How was the assessment measure implemented? (50 – 75 words)

The Broadcast Media Relations Department regularly produced videos for the various mediums and outlets we have available to us.

Summarize the assessment result: (50-75 words)

The videos produced by the Broadcast Media Relations Department were received hundreds of views on the UA home page. Undergraduate Admissions distributed almost 200-thousand DVD’s to prospective UA students that were produced by our department.

Related Action Plans (by Established cycle, then alpha):

Video content for all platforms

Established in Cycle: 2011-2012

The Broadcast Media Relations Department will strategically plan and produce videos in order to reach our key stakeholders. Thi...

For full information, see the Details of Action Plans section of this report.

**M 4: Relationships with broadcast media**
Work daily with broadcast media outlets, both proactively and reactively, on news stories related to UA, by pitching stories about research, programs and events taking place on campus and by cultivating relationships with members of the broadcast media community.

Source of Evidence: Administrative measure - other

**Target:**  
No target established.

Finding (2011-2012) - Target: Met

How was the assessment measure implemented? (50 – 75 words)

The Broadcast Media Relations Department uses a media placement service that provides a daily report of mentions of The University of Alabama in broadcast media outlets. We compile that information daily to look and where and how UA is mentioned in the media. The department also records all news broadcast in the Birmingham/Tuscaloosa television news market.

Summarize the assessment result: (50-75 words)

The Broadcast Media Relations Department was very successful in getting placements for many of the outstanding news events that happened on campus within the past year. We were also successful in getting many UA professors to be interviewed by broadcast media outlets as experts in their field.

Finding (2011-2012) - Target: Met

How was the assessment measure implemented? (50 – 75 words)

The Broadcast Media Relations Department uses a media placement service that provides a daily report of mentions of The University of Alabama in broadcast media outlets. We compile that information daily to look and where and how UA is mentioned in the media. The department also records all news broadcast in the Birmingham/Tuscaloosa television news market.

Summarize the assessment result: (50-75 words)

The Broadcast Media Relations Department was very successful in getting placements for many of the outstanding news events that happened on campus within the past year. We were also successful in getting many UA professors to be interviewed by broadcast media outlets as experts in their field.

Related Action Plans (by Established cycle, then alpha):

Relationships with broadcast media

Established in Cycle: 2011-2012

This department will also proactively pitch events and stories to broadcast media outlets as well as respond
OtOhOcm 3: Internal communications

The UA campus community will be informed of events/activities, policies/procedures, emergencies and other pertinent information, as well as made aware of the “good news” about UA (research efforts, academic excellence and outreach, awards/recognitions, planned growth with quality, etc.

Connected Document
University Relations Timetable

Related Measures

M 5: Newsletters and e-mail production
Produce and disseminate newsletters and emails in a timely and effective manner.

Source of Evidence: Service Quality

Target: No targets established.

Finding (2011-2012) - Target: Met

How was the assessment measure implemented? (50 – 75 words)
Implementation was the same as the prior year. A schedule for newsletter distribution (print and online) was established. Emails containing various content (administrative announcements, emergencies, campus updates) were sent as needed.

Summarize the assessment result: (50-75 words)
The results were similar to the prior year. Readers continued to provide unsolicited comments on items they found helpful, entertaining and informative.

Related Action Plans (by Established cycle, then alpha):

Newsletters and e-mail production
Established in Cycle: 2011-2012
During 2012-2013, internal communications will do the following: Review the use of certain social media as a method of reachin...

For full information, see the Details of Action Plans section of this report.

M 6: Internal vehicles
Compile an annual list of vehicles used, as well as their quantity and frequency of distribution

Source of Evidence: Activity volume

Target: No target established,

Finding (2011-2012) - Target: Met

How was the measure implemented?
In addition to an established schedule for distribution, a log was kept each month of frequency and quantity of items sent.

Summarize the assessment result: (50-75 words)
Five primary vehicles were used to disseminate information to the campus: Dialog, Dialog Extra, UA Student News, Capstone E-letter and email. Distribution of information using these vehicles was comparable to or slightly above that of the previous year.

Related Action Plans (by Established cycle, then alpha):

Internal Vehicles
Established in Cycle: 2011-2012
During 2012-2013, internal communications will do the following: 1. Review the use of certain social media as a method...

For full information, see the Details of Action Plans section of this report.

OtOhOcm 4: Web communications

Use technology, including the central UA institutional Web presence, mobile Web sites and social media channels, to deliver rich, relevant content and robust interactive features that engage audiences and build awareness of and positive impressions of UA's impact on stakeholders.

Connected Document
University Relations Timetable

Related Measures

M 7: Web metrics
Use advanced metrics that detail usage of University Web sites and social media channels to gauge the effectiveness of communications goals through the evaluation of viewership and interactions with selected content, and guide future communications plans by these metrics with effective delivery of content in mind.

Source of Evidence: Document Analysis

Target:
No target established.

Finding (2011-2012) - Target: Met
How was the assessment measure implemented? (50 – 75 words)

Analysis of website traffic statistics gathered by Google Analytics as well as Facebook Page Insights and Twitter statistics/feedback is conducted on a continual basis. Formal review and evaluation of these statistics is typically conducted each semester (Spring, Summer, Fall) and conclusions are drawn from these reviews. These conclusions are used to understand the effectiveness of communications efforts and to inform future strategies and tactics for these efforts.

Summarize the assessment result: (50-75 words)
From 6/1/11 – 5/31/12, the top layer of UA.edu’s web site pageviews grew by 9.48% and the number of unique visitors grew by 29.68% while mobile traffic grew by over 86% from the previous year. UA’s Facebook page saw a 57.98% increase in total likes (339,743) and significant growth in overall impressions and reach, and UA’s Twitter followers and interactions grew significantly during this period. UA’s key growth markets on the web are in the mobile and social media arenas, so those will continue to be emphasized.

Related Action Plans (by Established cycle, then alpha):

Web metrics
Established in Cycle: 2011-2012
Because of significant growth patterns in the usage of mobile devices and social media for information consumption and interac...

For full information, see the Details of Action Plans section of this report.

M 8: Home page metrics
Use usage patterns and trends derived from analytical data to improve the ease of locating key information for visitors to UA.edu, thereby creating a more satisfying user experience and creating positive impressions of UA.

Measure 4.3 (Optional)
Source of Evidence: Document Analysis
Target: No target established.

Finding (2011-2012) - Target: Met
How was the assessment measure implemented? (50 – 75 words)

Usage patterns and trends are evaluated as part of standard review of website statistics each semester. This part of the review involves assessment of top content pages and platforms, identifying patterns/trends, analyzing behavior of users, and investigating possible causes of those patterns/trends (i.e. changes in navigation, differences in mobile device user experience, industry shifts, effectiveness of content types, etc.)

Summarize the assessment result: (50-75 words)
As usage trends have shown a dramatic rise in the prominence of social media and mobile technology usage among our audience, greater emphasis has been placed on enhancing the quality and quantity of relevant and engaging content on these platforms. Additionally, greater resources were expended on creating highly-customized experiences for users of mobile devices, and in the coming year, additional emphasis on richer mobile-friendly content will become part of our strategy.

Related Action Plans (by Established cycle, then alpha):

Home page metrics
Established in Cycle: 2011-2012
Using intelligence gleaned from several years of data, we will conduct a review of our content offerings and seek to improve t...

For full information, see the Details of Action Plans section of this report.

OthOtcn 5: Design and Production
As our clients continue to recruit students and dollars to the Capstone, we will provide them with a consistent look and feel for their marketing materials that accurately communicates their key messages and helps them achieve their goals and objectives.

Connected Document
University Relations Timetable

Related Measures

M 9: Design and production processes
Monitor the number of jobs that are completed on time and the number of jobs that are late because of process issues compared to client-originated delays; identify bottlenecks and adjust accordingly to achieve efficiency and accuracy.

Source of Evidence: Service Quality
Target: No target established.

Finding (2011-2012) - Target: Met
How was the assessment measure implemented? (50 – 75 words)
On a monthly basis, I would track the number of jobs that met the final completion date vs. the jobs that had to be delayed for one reason or another. At the end of the timeframe, all work was tallied up to give us our year-end completion percentage. NOTE: There were times when jobs would be put on hold – i.e. – Tornado hitting Tuscaloosa. Since these jobs did not meet the deadline, they fell into the “delayed” category. It should be noted that because a job was delayed, it does not indicate that the designer and writer/editor were not doing their jobs. There are times when situations dictate that our clients change messages during the middle of a project which alters the final completion date.

Summarize the assessment result: (50-75 words)

We reviewed all of the 702 jobs our department completed and noted the number of jobs that were completed on-time vs. the number of jobs that were delayed. 90.2 % were completed by the original due date. This was a very high percentage considering the number of times our clients change their minds. When this happens, it delays production, but our staff was still able to meet original deadlines on the majority of the work. NOTE: It is normal for a client to change copy or direction during the production of a piece. They are aware that this type of change will impact the completion date. However, our goal is to minimize the number of times we must adjust a final completion date due to changes from a client.

Since most the delays occur during summer months when more people are off, we are asking clients to provide us with dates they will be out during the summer so we can both work around those dates, hopefully limiting the number of changes that occur and revising the completion date due to changes from a client.

Related Action Plans (by Established cycle, then alpha):

Design and Production processes
Established in Cycle: 2011-2012
Since most the delays occur during summer months when more people are off, we are asking clients to provide us with dates they...

For full information, see the Details of Action Plans section of this report.

M 10: Ad effectiveness
Track advertisements to be able to monitor responses, to help determine successful achievement of the client's goals and objectives.

Source of Evidence: Administrative measure - other

Target: No target established.

Finding (2011-2012) - Target: Met

How was the assessment measure implemented? (50 – 75 words)

We tracked the number of “hits” to our ads by tagging the ads so we could tell the number of people that weren't just looking at the ad, but actually went to a link provided by the client – i.e. – Admissions.

Summarize the assessment result: (50-75 words)

The number of responses to our ad placements for our various clients was very strong and helped our Admissions area reach out to a significant number of students in Alabama and around the nation. The strength of the advertising can be seen in the continued record enrollment numbers for The University of Alabama.

Because we have been successful at developing ads that help them meet their goals, Admissions continues to expand their advertising reach.

Related Action Plans (by Established cycle, then alpha):

Ad effectiveness
Established in Cycle: 2011-2012
Because some ads require quick turnaround times, we will continue to work with Purchasing to expedite the approval process for e...

For full information, see the Details of Action Plans section of this report.

OthOtcm 6: Photography
Produce creative, content-rich imagery that reflects the University's engagement in teaching, research and service.

Connected Document
University Relations Timetable

Related Measures

M 11: Photography shoots
Track the number of photography shoots, and keep data on the number of photography shoots completed on time.

**Source of Evidence:** Activity volume

**Target:**
No target established.

**Finding (2011-2012) - Target: Met**

How was the assessment measure implemented? (50 – 75 words)

Photography assignments were tracked using Microsoft Access database. Each assignment was scheduled based on date, time, photographer, and then assigned a unique number. As each assignment was/is completed it is recorded in Access database.

Summarize the assessment result: (50-75 words)

We found that we had completed 765 photo assignments from September 2011 to June 2012. Of those, 89.6% were completed on time.

Our staff did a great job of providing creative imagery in a timely manner. We tracked progress on each photo shoot and were able to balance new incoming shoots and reshoots with existing and last-minute requests, while keeping 89.6 percent of photos within the targeted deadline.

**Related Action Plans (by Established cycle, then alpha):**

**Photography shoots**
*Established in Cycle: 2011-2012*

We will begin spending more time in the planning stages of photo shoots with the designers who are requesting photographs. This...

**Photography shoots**
*Established in Cycle: 2011-2012*

Our staff will begin spending more time in the planning stages of photo shoots with the designers that are requesting these phot...

For full information, see the Details of Action Plans section of this report.

**M 12: Photographs via Cumulus users**

Track the number of Cumulus users and the number of photographs available to users via Cumulus.

**Source of Evidence:** Activity volume

**Target:**
No target established.

**Finding (2011-2012) - Target: Met**

How was the assessment measure implemented? (50 – 75 words)

The Cumulus software has various tools that allow us to calculate the number of users and images available to those users.

Summarize the assessment result: (50-75 words)

We found that we had 180 users and 39,022 photographs available to be viewed.

Our staff did an excellent job this year of keeping Cumulus updated with fresh images and creative work. Our total number of available online photographs increased by approximately 10,000, while we also removed a number of older and outdated photos from the system.

**Related Action Plans (by Established cycle, then alpha):**

**Photographs via Cumulus users**
*Established in Cycle: 2011-2012*

We will begin updating cumulus monthly instead of quarterly.

For full information, see the Details of Action Plans section of this report.
Ad effectiveness
Because some ads require quick turnaround times, we will continue to work with Purchasing to expedite the approval process for each contract.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Ad effectiveness | Outcome/Objective: Design and Production

Projected Completion Date: 07/2013
Responsible Person/Group: Design and Production
Additional Resources: None

Daily media reports
Media Relations will seek additional sources to provide the most complete daily report of media placements possible. This will include checking higher education blogs for UA mentions.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Daily report for media placements | Outcome/Objective: Print, broadcast, electronic media

Projected Completion Date: 07/2013
Responsible Person/Group: Media Relations
Additional Resources: None

Design and Production processes
Since most the delays occur during summer months when more people are off, we are asking clients to provide us with dates they will be out during the summer so we can both work around those dates, hopefully limiting the number of changes that occur and revising the completion date due to changes from a client.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Design and production processes | Outcome/Objective: Design and Production

Projected Completion Date: 07/2013
Responsible Person/Group: Design and Production staff
Additional Resources: None

Home page metrics
Using intelligence gleaned from several years of data, we will conduct a review of our content offerings and seek to improve the quality and positioning of our content relative to the needs of users in order to provide a more satisfying and relevant user experience for all visitors.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Home page metrics | Outcome/Objective: Web communications

Projected Completion Date: 07/2013
Responsible Person/Group: Web communications staff
Additional Resources: None

Internal Vehicles
During 2012-2013, internal communications will do the following:

1. Review the use of certain social media as a method of reaching a wider internal audience:
   a. Twitter
      i. Would internal communications reach more students if it posted to Twitter in addition to the existing University Relations Twitter account?
      ii. Would it be beneficial for senior administration to share comments about UA and show involvement in and support for students and campus life/events via Twitter?
   b. Pinterest
      i. Does Pinterest have a purpose in internal communications?

2. If Twitter and Pinterest appear to be beneficial as new methods of sharing information with internal audiences, develop a timeline and action plan for implementation.
Monthly tracking of news and media

Media Relations will continue to review media pitch opportunities in weekly staff meetings, placing increased emphasis on strategies for placing stories in statewide online and print media in light of the changing media market.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Monthly tracking of news and media | Outcome/Objective: Print, broadcast, electronic media
Projected Completion Date: 07/2013
Responsible Person/Group: Media Relations
Additional Resources: None

Newsletters and e-mail production

During 2012-2013, internal communications will do the following:
  Review the use of certain social media as a method of reaching a wider internal audience:
    Twitter
      i. Would internal communications reach more students if it posted to Twitter in addition to the existing University Relations Twitter account?
      ii. Would it be beneficial for senior administration to share comments about UA and show involvement in and support for students and campus life/events via Twitter?
    Pinterest
      i. Does Pinterest have a purpose in internal communications?
      ii. If Twitter and Pinterest appear to be beneficial as new methods of sharing information with internal audiences, develop a timeline and action plan for implementation.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Newsletters and e-mail production | Outcome/Objective: Internal communications
Projected Completion Date: 07/2013
Responsible Person/Group: Internal Communications staff
Additional Resources: None

Photography shoots

We will begin spending more time in the planning stages of photo shoots with the designers who are requesting photographs. This should help address the need for reshoots and give us more lead-time on each photo shoot.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Projected Completion Date: 07/2013
Responsible Person/Group: Photography staff
Additional Resources: None

Photography shoots

We will begin spending more time in the planning stages of photo shoots with the designers who are requesting photographs. This should help address the need for reshoots and give us more lead-time on each photo shoot.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Projected Completion Date: 07/2013
Responsible Person/Group: Photography staff
Additional Resources: None

Photography shoots

We will begin spending more time in the planning stages of photo shoots with the designers who are requesting photographs. This should help address the need for reshoots and give us more lead-time on each photo shoot.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Projected Completion Date: 07/2013
Responsible Person/Group: Photography staff
Additional Resources: None
Photography shoots
We will begin spending more time in the planning stages of photo shoots with the designers who are requesting photographs. This should help address the need for reshoots and give us more lead-time on each photo shoot.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Photography shoots | Outcome/Objective: Photography

Projected Completion Date: 07/2013
Responsible Person/Group: Photography staff
Additional Resources: None

Photographs via Cumulus users
We will begin updating cumulus monthly instead of quarterly.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Photographs via Cumulus users | Outcome/Objective: Photography

Projected Completion Date: 07/2013
Responsible Person/Group: Photography staff
Additional Resources: None

Photography shoots
Our staff will begin spending more time in the planning stages of photo shoots with the designers that are requesting these photographs. This should cut down on the need for reshoots and also provide us with more lead-time on each photo-shoot.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Photography shoots | Outcome/Objective: Photography

Projected Completion Date: 07/2013
Responsible Person/Group: Photography staff
Additional Resources: None

Relationships with broadcast media
This department will also proactively pitch events and stories to broadcast media outlets as well as respond to request from broadcast media outlets.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Relationships with broadcast media | Outcome/Objective: Broadcast media relations

Projected Completion Date: 07/2013
Responsible Person/Group: Broadcast media relations
Additional Resources: None

Video content for all platforms
The Broadcast Media Relations Department will strategically plan and produce videos in order to reach our key stakeholders. This includes the production of videos for the UA homepage, Undergraduate Admissions, the online Research Magazine and video news releases.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Video content for all platforms | Outcome/Objective: Broadcast media relations

Projected Completion Date: 07/2013
Responsible Person/Group: Broadcast media relations
Additional Resources: None

Web metrics
Because of significant growth patterns in the usage of mobile devices and social media for information consumption and interactions, we will place a greater emphasis on our mobile properties and social media channels in order to drive greater growth in the coming year.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Web metrics | Outcome/Objective: Web communications

Projected Completion Date: 07/2013
Responsible Person/Group: Web communications staff
Additional Resources: None
### III. Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

<table>
<thead>
<tr>
<th>Outcome #1</th>
<th>Outcome #2</th>
<th>Outcome #3</th>
<th>Outcome #4</th>
<th>Outcome #5</th>
<th>Outcome #6</th>
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<th>Summary of media placements, news</th>
<th>Summary of vehicles, topics, media pitches</th>
<th>monthly dissemination of newsletters</th>
<th>Track metrics of usage patterns</th>
<th>Monitor on-time jobs; track ads</th>
<th>Track shoots and Cumulus usage</th>
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<th>Month</th>
<th>Summary of media placements, news releases and media pitches</th>
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<td>Monitor on-time jobs; track ads</td>
<td>Track shoots and Cumulus usage</td>
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<tr>
<td>May</td>
<td>Summary of media placements, news releases and media pitches</td>
<td>Summary of vehicles, topics, media pitches</td>
<td></td>
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</tr>
<tr>
<td>June</td>
<td>Summary of media placements, news releases and media pitches</td>
<td>Summary of vehicles, topics, media pitches</td>
<td>Monthly dissemination of newsletters and emails.</td>
<td>Track metrics of usage patterns</td>
<td>Review on-time job performance to see if efficiency changes are needed for processes</td>
<td>Track shoots and Cumulus usage</td>
</tr>
<tr>
<td>July</td>
<td>Summary of media placements, news releases and media pitches</td>
<td>Summary of vehicles, topics, media pitches</td>
<td>Monthly dissemination of newsletters and emails.</td>
<td>Track metrics of usage patterns</td>
<td>Monitor on-time jobs; track ads</td>
<td>Track shoots and Cumulus usage</td>
</tr>
<tr>
<td>August</td>
<td>Summary of media placements, news releases and media pitches</td>
<td>Summary of vehicles, topics, media pitches</td>
<td>Annual list of vehicles, quantity and frequency; monthly dissemination of newsletters and emails.</td>
<td>Track metrics of usage patterns</td>
<td>Monitor on-time jobs; track ads</td>
<td>Track shoots and Cumulus usage</td>
</tr>
</tbody>
</table>