

Assessment of Non-Academic Outcomes

Unit: Division of University Relations, Communications and Marketing—University Relations and Communications **Date** January 28, 2004

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1. Mission

A. Unit mission (university relations communications): University relations publications will shape the image of UNT by advancing and promoting the value of the university and reinforcing its continued relevance in the lives of key target audiences, including alumni, donors, faculty, staff, current students, prospective students and friends.

B. Relationship to the university's mission: The Division of University Relations, Communications and Marketing (URCM) supports the mission, vision and strategic plan of the University of North Texas including its research, creative activities, innovation in teaching, the strength of undergraduate and graduate programs, etc.

The mission of the division is as follows: The Division of University Relations, Communications and Marketing promotes the mission, vision and strategic initiatives of the University of North Texas. The Division's constituent relations, communications and marketing activities engage our publics, advance the identity of the university and the accomplishments of its members, and provide information. This is accomplished through news operations; advertising; periodicals; and other print and online publications for academic and recruitment purposes.

II. Previous Evaluations of Unit

In the past five years:

1. *The North Texan* (alumni magazine)
 - a. The last readership survey was conducted in April 2000 (before that was 1996). This was sent to a random sampling of 5,000 readers (out of 130,351 at the time) with a return rate of 11.7 percent. The databases used consisted of UNT faculty, staff, alumni and "friends" (others who have an interest in UNT such as board members, donors, etc.). Current students were not included in this survey (In 2001, the magazine added residence halls to its circulation.) The following changes were made based on the results of the 2000 survey:
 - i. Increased alumni profiles. This was in response to readers indicating they enjoyed reading about successful alumni and their achievements.
 - ii. Increased number of features about the arts, from music to visual arts. This was in response to readers wanting to see more features about our arts at UNT.
 - iii. An electronic version of the magazine was developed and put on the web
 - iv. Less of a fundraising focus
 - b. Marketing research study conducted by an outside marketing research firm in April 2002 regarding what our alumni thought about UNT (confidential and

- 3. More photos were added because readers wanted to see more photos
- 4. The paper and size was changed. This was based on the response from readers that they didn't like the "feel" of the publication and that it didn't fit into a file easily
- 5. Online version was created to provide more access.
- ii. Frequency was changed in response to "old" news. The publication comes out twice a month now (except in short months) with more timely information.
- iii. Content was changed to better reflect the needs of the readers (took out column from chancellor because of poor reader response; added more guest columns; provided flexibility in content depending on topics)
- b. Feedback from readers (e-mail, phone calls, and one-on-one conversations) is ongoing. Changes made based on feedback:
 - i. Coverage of faculty senate and staff council was added
- 4. *Resource* (research magazine sent to corporations, government agencies, boards, faculty and staff, and others with lists provided by various university offices)
 - a. Feedback (e-mail, letters, and one-on-one interactions) from secondary readers and users of publication is ongoing. The feedback from the end reader is indirect because others distribute it outside URCM. Most of the feedback comes from the office or department that distributed the publication to their constituents and administrators. Some of the changes made in 2000 based on feedback:
 - i. Magazine completely redesigned
 - 1. Size was increased based on feedback that the magazine as put in a file and forgotten.
 - ii. Content
 - 1. Research centers, research briefs, alumni researchers, etc. were added in response to a goal of elevating and highlighting the university's research activities
 - iii. Online addition
 - 1. An online version was created with additional information to give readers added value. This was in response to goals of elevating and highlighting the university's research activities.

II. Statement of Expected Outcomes, Assessment Tools/M Measurement, Assessment Results, Changes:

A. North Texan

Expected outcome #1	Provide readers with a positive image of UNT that is relevant and helps them value their connection to the magazine and university.
Assessment tools	1. Readership survey a. A readership survey is planned for Fall 2004. This will be

	<p>developed by the URCM staff and distributed to a random sampling of readers and accessible online. Future surveys are planned every four or five years.</p> <p>2. Feedback (e-mail, letters, phone calls and one-on-one interactions) from readers (ongoing)</p> <p>3. Statistics of the online version of the magazine</p> <p>a. generate click-through reports to determine such things as which stories in the online version are most read; which aspects of the site are most useful; and whether the “added value” information is read, among others. This report requires additional programming and is expected to be operational by Fall 2004. URCM staff will evaluate the data every month.</p> <p>4. Summary reports</p> <p>a. Reports of studies, survey and other feedback will be provided to URCM staff by the managing editor to review for discussion at meetings held for this purpose. These are held as needed, but at least once a year. Topics discussed include the following:</p> <ol style="list-style-type: none"> 1. Evaluating readers’ connection to the magazine and UNT 2. Evaluating readers' experiences when they read <i>The North Texan</i> and how those experiences do (or don't) drive readership impact. <p>5. Advisory board</p> <p>a. An advisory board comprised of four administrators in URCM review story ideas and select a story mix based on readership feedback, university areas represented, mission of university, and diversity of people and ideas, among others. This meeting is held quarterly.</p> <p>6. Post-mortem review</p> <p>a. After each magazine is delivered, the managing editor calls a meeting of all staff who contribute to the magazine to review what worked, what didn’t, what should change, etc.</p>
<p>Assessment results</p>	<p>1. Current feedback from users is generally positive or story specific. More information will be gathered when the survey has been completed and the online report generated later this year.</p> <p>2. Advisory board, post-mortem review and general staff feedback have resulted in primarily story ideas or changes in story ideas, and changes in internal production procedures.</p> <p>3. Additional results from previous surveys, focus groups, etc. in the past five years were indicated in Section II of this report “Previous Evaluations of Unit”</p>
<p>Changes</p>	<p>1. No changes based on survey results at this time. Changes are expected after the survey has been completed.</p> <p>2. No recent design or editorial changes have resulted from user</p>

	<p>feedback as they are usually story specific.</p> <p>3. No changes have resulted from online statistics at this time. Changes are expected after the programming has been completed.</p> <p>4. No changes have resulted from summary reports to-date except for possible story ideas. Changes are expected after the survey has been completed.</p> <p>5. Some advisory board changes are as follows: a. research briefs were added to news brief section</p> <p>6. Post-mortem review resulted in primarily changes in internal production issues.</p> <p>7. Additional changes from previous evaluations in the past five years were indicated in Section II of this report “Previous Evaluations of Unit.”</p>
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Expected outcome #2	Provide timely delivery of print and electronic magazine to the readers
Assessment tools	<p>1. <i>The North Texan</i>, print and electronic, are printed, distributed and published electronically every quarter (March, June, September, December) each year. This deadline has never been missed because of the following:</p> <ul style="list-style-type: none"> a. Scheduling and monitoring of dates by managing editor at every point in the process to ensure that deadlines are not missed for print and electronic format (ongoing) <ul style="list-style-type: none"> 1. includes deadlines for units outside URCM 2. includes deadlines that are set by outside vendors for printing, binding and mailing the magazine 3. includes dates indicated by US Postal Service for maintaining mailing permit 4. includes deadlines within URCM (writing, editing, photography, design, review, web) <p>2. Feedback (email, letters, phone calls and one-on-one interactions) from alumni, faculty, staff, students and friends is ongoing.</p> <p>3. Web accessibility checks a. <i>The North Texan</i> is checked against the Dreamweaver program that validates compliance with Section 508 guidelines (quarterly by URCM staff).</p>
Assessment results	<p>1. <i>The North Texan</i> is printed, delivered and published electronically every quarter to readers. This deadline has never been missed.</p> <p>2. Mailing permit indicates quarterly publication and is still valid under USPS regulations.</p>

	3. Current feedback from users (email, letters, phone calls, etc.) indicates that the magazine, print and electronic, is being delivered in a timely manner to meet the needs of the readers.
Changes	No changes at this time.

B. North Texas Insider

Expected outcome #1	The <i>North Texas Insider</i> will attain a reader satisfaction rating of at least 3.2 on a 5-point scale.
Assessment tools	<ol style="list-style-type: none"> 1. URCM staff will conduct a reader satisfaction survey annually within the e-mail newsletter, beginning in Spring 2004. 2. Review online statistics reports by URCM staff <ol style="list-style-type: none"> a. Generate click-through reports on links readers selected to learn more information on at least 6 issues per year, beginning in Spring 2004. 3. Feedback from readers is ongoing.
Assessment results	<ol style="list-style-type: none"> 1. No results at this time. Results are expected by early fall 2004. 2. Frequent updates to the mailing list are one of the results from feedback. 3.. Additional results from previous surveys, etc. in the past five years were indicated in Section II of this report "Previous Evaluations of Unit"
Changes	<ol style="list-style-type: none"> 1. No changes at this time. 2. It is expected that any changes will help alumni continue to feel connected to their alma mater 3. Each year, content, design and online usability will be enhanced within three months of the <i>North Texas Insider</i> survey results 4. Web accessibility checks <ol style="list-style-type: none"> a. <i>North Texas Insider</i> is checked against the Dreamweaver program that validates compliance with Section 508 guidelines (quarterly). 5. Additional changes from previous evaluations in the past five years were indicated in Section II of this report "Previous Evaluations of Unit."
Expected outcome #2	The <i>North Texas Insider</i> will deliver to readers in a timely manner
Assessment tools	1. The <i>North Texas Insider</i> has been distributed electronically every month by URCM staff since October 2002. The deadline has never been

	<p>missed because of the following:</p> <p>A. Scheduling and monitoring of dates by URCM staff to ensure that deadlines are not missed (ongoing)</p> <ol style="list-style-type: none"> 1. includes deadlines for units outside University Relations, Communications and Marketing 3. includes deadlines within URCM <p>2. Feedback from alumni, faculty, staff and friends is ongoing</p>
Assessment results	<ol style="list-style-type: none"> 1. The <i>North Texas Insider</i> has been published electronically every month since October 2002. 2. Feedback indicates readers are receiving the <i>North Texas Insider</i> in a timely manner that meets their needs.
Changes	No changes at this time.

C. InHouse

Expected outcome #1	Provide a relevant communication tool for faculty and staff (print and electronic)
Assessment tools	<ol style="list-style-type: none"> 1. Readership survey <ol style="list-style-type: none"> a. planned for mid 2004 (developed and distributed by URCM staff) <ol style="list-style-type: none"> 1. sent to faculty and staff on campus through campus mail 2. online survey will be accessible to all readers 2. Feedback from users, which includes faculty, staff, and friends (ongoing) 3. URCM staff meeting <ol style="list-style-type: none"> a.. Staff meet weekly to discuss story ideas, share reader feedback and discuss general issues of concern regarding the publication. 4. Web accessibility checks <ol style="list-style-type: none"> a. . Online version of <i>InHouse</i> is checked against the Dreamweaver program that validates compliance with Section 508 guidelines (quarterly by URCM staff).
Assessment results	<ol style="list-style-type: none"> 1. No results from survey yet. 2. Story ideas generally result from the <i>InHouse</i> staff meetings. 3. Results from previous feedback, etc. in the past five years were indicated in Section II of this report "Previous Evaluations of Unit"
Changes	<ol style="list-style-type: none"> 1. No changes have been implemented at this time. Changes are expected after the 2004 survey has been completed. 2. Story topics are sometimes changed or otherwise altered based on <i>InHouse</i> staff meetings. 3. Changes from previous evaluations in the past five years were

	indicated in Section II of this report "Previous Evaluations of Unit."
Expected outcome #1	Provide access to <i>InHouse</i> in a timely manner
Assessment tools	<ol style="list-style-type: none"> 1. <i>InHouse</i> is released 22 times a year in a print and electronic format (Once a month in March and December and twice a month in all other months.) This deadline is seldom missed because of the following: <ol style="list-style-type: none"> A. Scheduling and monitoring of dates at every point in the process to ensure that deadlines are not missed for print and electronic format (ongoing) <ol style="list-style-type: none"> 1. includes deadlines for units outside URCM offices 2. includes deadlines that are set by outside vendor for printing 3. includes deadlines within university relations, communications and marketing 2. Feedback from users (email and phone calls, etc.), which includes faculty, staff, and friends (ongoing)
Assessment results	<ol style="list-style-type: none"> 1. <i>InHouse</i> has delivered on time except for one issue, which was purposely held to include accurate, timely last-minute updates on a story that was very important to the readers. 2. Feedback indicates that <i>InHouse</i> is being delivered in a timely manner to meet the needs of the readers.
Changes	<ol style="list-style-type: none"> 1. No changes at this time. Changes may occur after the results of the 2004 survey have been completed.

D. Resource

Expected outcome #1	Provide a relevant vehicle that highlights UNT's research (print and electronic)
Assessment tools	<ol style="list-style-type: none"> 1. Feedback from secondary users (ongoing). <ol style="list-style-type: none"> a. copies are made available to campus community (sent to every faculty, staff member plus additional copies by request) 2. Meeting with vp of research and technology transfer and URCM staff (annually) <ol style="list-style-type: none"> a. Area of research to highlight are discussed b. Previous problems or concerns are discussed 3. Advisory board <ol style="list-style-type: none"> a. An advisory board comprised of four administrators in URCM and vp of research and technology transfer review story ideas and select a story mix based on feedback, university areas represented, mission of university, and diversity of people and research, among others. This is held annually.
Assessment results	<ol style="list-style-type: none"> 1. Print and electronic version of <i>Resource</i> was delivered on time, based on timeframe identified by vp of research and technology transfer

Changes	1. No changes are this time. Changes are expected with a new vp.
Expected outcome #1	Provide access to <i>Resource</i> in a timely manner
Assessment tools	<p>1. <i>Resource</i> is released annually (print and electronic). To ensure compliance, the following procedures are implemented:</p> <p style="padding-left: 40px;">A. Scheduling and monitoring of dates at every point in the process to ensure that deadlines are not missed for print and electronic format (ongoing)</p> <p style="padding-left: 80px;">1. includes deadlines for units outside URCM offices</p> <p style="padding-left: 80px;">2. includes deadlines that are set by outside vendor for printing</p> <p style="padding-left: 40px;">2. includes deadlines within URCM</p> <p>3. Web accessibility checks</p> <p style="padding-left: 40px;">A. Online version of <i>Resource</i> is checked against the Dreamweaver program that validates compliance with Section 508 guidelines (annually by URCM staff).</p>
Assessment results	<p>1. <i>Resource</i> has not been released at the same time each year. The following are among the reasons for the inconsistency:</p> <p style="padding-left: 40px;">a. Several changes in leadership in the office of vp for research and technology transfer</p> <p style="padding-left: 40px;">b. Several changes in research focus</p>
Changes	1.No changes at this time, although changes are expected as the university's strategic academic and research plans are completed.