**Northern Michigan University**

**Improvement Plan / Assessment Report Form**

**Administrative or Educational Support Unit**

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| Name of Department or Unit | | Communications and Marketing | | | |
| This document is the | 🗹 PLAN or 🞎 REPORT for July 1, 201\_ to June 30, 201\_ | | | Date Submitted: | Oct. 31, 2012 |
| Submitted by (Unit Representative) | | | Cindy Paavola, Director | | |

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| **Department or Unit Mission Statement: Was this mission statement revised this year? Yes \_\_ No X** |
| NMU Communications and Marketing will bolster Northern Michigan University’s reputation and accountability by raising awareness of academic and student support programs, regional services and accomplishments of NMU community members to future, current and past students, as well as the internal NMU community and external NMU stakeholders. |

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| **Improvement Plan** |  |  | |
| **Administrative Objective #1** *(State an ongoing goal by which the unit gauges its overall performance in a key role year after year, i.e. your “bottom line” measure.)* |  | **Action Plan/Evidence of Assessment for Objective** *(Describe the statistic or criteria that measures success in achieving this goal. What is the desired and/or minimum target you expect*? *What method is used to collect the data for the statistic*?) | |
| *Objective*: Using a data cube to explore geographical media dollars spent compared to geographical student enrollment to measure the impact of media purchase changes on student recruitment/enrollment.  *Rationale (Why you are setting this objective; mark with “X”)*:  Effectiveness/quality action X Efficiency/cost action  Compliance issue Satisfaction measure Create baseline  Other (explain):  *Alignment (Refer to last pages)*   1. *Which AQIP category does this address? 7* 2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: ML3 (?) |  | *Measures*:  We will be inputting into the data cube the number of applications by Michigan and Wisconsin county, along with the amount of money spent in purchasing media in each county on an annual basis. We’ll use the data from the past three years to establish a baseline and averages, and then begin an annual analysis of possible impact related to media purchase changes made in 2011-12 and 2012-13 on application numbers. Actual enrollment numbers will also be noted, although applications are a better measurement of marketing. The data already exists separately – Admissions records application by zip code and C&M maintains media purchase records. We’re just using the data cube created by Information Technology Services to merge the two sets of information together in order to realize possible relationships. | |
| **Assessment Report** |  |  | |
| **Summary of Data Collected** *(Provide trend data and summary)* |  | **Description of how results were used to improve services** *(Offers conclusions or interpretation and explains how data was used to make changes for improvement as related to the objective)* | |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) | |
| **Improvement Plan** |  |  | |
| **Administrative Objective #2** *(State a 1-2 year objective intended to improve a unit process, service, or output.)* |  | **Action Plan/Evidence of Assessment for Objective** | |
| *Objective*:  Create a database that allows a piece of information to be recorded along with a multi-level set of relationship points (how did we get the information, what department/group does it belong to, etc.) and processes (use for press release, social media, president speeches/presentations, etc.) so that reports can be generated on how information is being used.  *Rationale (Why you are setting this objective; mark with “X”)*:  X Effectiveness/quality action Efficiency/cost action  Compliance issue Satisfaction measure Create baseline  Other (explain):  *Alignment (Refer to last pages)*   1. *Which AQIP category does this address? 5* 2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: ML 3 |  | *Describe timetable plans to achieve objective*.  a. Have the fields and input flow for database established by Jan. 15. Also establish desired reports that can be generated from the information.  b. Have database built by March 30.  c. Have reporting tools built by May 10.  d. Populate database by June 15.  d. Complete testing of database and reports by July 1.  e. Correct problems by Aug. 1.  f. Make system live by first day of fall 2013 classes.  *Beyond completing the above steps, how will you judge whether the objective was a success? Examples: If the rationale was Efficiency/cost, what is the desired and/or minimum target criteria for savings in time or cost? If the rationale was Satisfaction, what is the measure and what increase is desired*?  Some examples of measures of success would be:   1. How many departments are bringing C&M information to publicize about their unit and then educating those that are to the process to increase information flow. 2. How many contacts do C&M staff members initiative in and out of the office? 3. When C&M receives a piece of information, how many communication methods are implemented to get the information out to stakeholders? 4. Which communication tools are proving to be most successful in getting external use? | |
| **Assessment Report** |  |  |
| **Summary of Data Collected #2** (*Summarize the evidence)* |  | **Description of how results were used to improve services** | |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) | |
| **Improvement Plan** |  |  |
| **Administrative Objective #3** *(State a 1-2 year objective intended to improve a unit process, service, or output.)* |  | **Action Plan/Evidence of Assessment for Objective** | |
| *Objective*:  Build a database that automatically creates unit organizational charts by tying position numbers to already existing university programs that involve employee processes. This database will enable the university to have updated org charts, but will provide a way to automate the newly created online employee suggestion box program.  *Rationale (Why you are setting this objective; mark with “X”)*:  X Effectiveness/quality action X Efficiency/cost action  Compliance issue Satisfaction measure Create baseline  Other (explain):  *Alignment (Refer to last pages)*   1. *Which AQIP category does this address?* 2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: |  | *Describe timetable plans to achieve objective*.  a. Request current organizational charts in PowerPoint format from departments by December 30, 2012.  b. Tie positions on org charts to position numbers by Feb. 15, 2013.  c. Explore how to tie org chart to the appropriate university system (PeopleAdmin, payroll, etc.) – Nov. 1 through March 1.  d. Build database by June 1.  e. Test new database and make necessary changes by Aug. 1.  f. Tie new organizational chart database to online employee suggestion box program.  g. Make both org chart database program and employee suggestion box program live to the university community by fall 2013 new faculty orientation.  *Beyond completing the above steps, how will you judge whether the objective was a success*?  The measurement of success will be how many new versions of organizational charts are automatically generated within a given year in that currently no university units are regularly updating and making public their organizational charts. | |
| **Assessment Report** |  |  |
| **Summary of Data Collected #3** (*Summarize the evidence)* |  | **Description of how results were used to improve services** | |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) | |

**AQIP Functions within the University:**

Some unit objectives address specific operational issues directly related to AQIP reporting. Listed below are AQIP categories. Use these category numbers to describe the context of each objective, i.e. which category does that objective address?  
 (A full description of the Portfolio’s categories and its detailed topics are available at [www.nmu.edu/aqip](http://www.nmu.edu/aqip) under the Current Document

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| ***AQIP Categories*** | |
| Category 1 | Helping Students Learn documents the curricular and co-curricular processes and student learning support. |
| Category 2 | Accomplishing Other Distinctive Objectives documents the key non-curricular functions by which NMU serves the region, e.g. community engagement initiatives of students and employees, and department outreach. |
| Category 3 | Understanding Students’ and Other Stakeholders’ Needs documents how NMU builds relationships with students, alumni and employers and identifies, targets and meets their needs. |
| Category 4 | Valuing People documents NMU personnel recruitment, training, satisfaction, services and programs. |
| Category 5 | Leading and Communicating documents processes that guide NMU in setting directions, making decisions, seeking future opportunities, and communicating decisions and actions. |
| Category 6 | Supporting Institutional Operations documents student and administrative support services, safety, and facilities. |
| Category 7 | Measuring Effectiveness documents IT systems and institutional research NMU employs to collect, analyze, and distribute, and how departments use them to manage improvement, e.g. use of charts, “cubes,” dashboards. |
| Category 8 | Planning Continuous Improvement documents NMU’s strategic and administrative planning processes. |
| Category 9 | Building Collaborative Relationships documents how NMU works with external organizations from which we receive students (school systems) or goods and services (vendors and utilities), send our graduates (schools and employers), and support or regulate our programs (agencies). |

(A full description of the Portfolio’s categories and its detailed topics are available at [www.nmu.edu/aqip](http://www.nmu.edu/aqip) under the Current Document

**Road Map Codes to Tie to Unit Objectives**

Some unit objectives are strategic initiatives that align with goals in the University strategic plan - Road Map to 2015. Listed below are Road Map categories and goals, preceded with a code. Use these codes when describing Objectives #2 and #3. (Note: Even if your objective is not an exactly itemized as a Road Map priority, still use the code if it applies to that goal.) The full Road Map is at [www.nmu.edu/roadmap2015](http://www.nmu.edu/roadmap2015).

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| ***Road Map to 2015 Goals*** | |
| ***Code*** | ***Innovation Goals*** |
| **I-1** | Balance successful programs with new offerings |
| **I-2** | Professional development program that rewards innovation and collaboration |
| **I-3** | A growing portfolio of corporate collaborations that exploit NMU’s technical expertise, enhance academic programs and facilitate global engagement for students and faculty both on campus and abroad |
| **I-4** | Develop the financial resources to support innovation and student success |
|  | ***Meaningful Lives Goals*** |
| **ML-1** | A Liberal Studies Program that provides students with the abilities and knowledge necessary for lifelong learning and effective citizenship in a challenging and rapidly changing world |
| **ML-2** | Develop a new academic advising system that integrates the advising assets of academic departments and student services to contribute to a new, effective retention management network—similar to our enrollment management network |
| **ML-3** | Integrate the highest possible level of information technology skills and competencies throughout the university |
|  | ***Campus Attributes Goals*** |
| **CA-1** | Utilize the Campus Master Plan and related initiatives to continue to build and develop a greener and more learner-centered campus |
| **CA-2** | Enhance processes throughout campus operations to guide the use of resources and inform resource allocation |
| **CA-3** | Enhance the portfolio of academic programs, research and other activities that leverage the university’s location |
| **CA-4** | Be a model community for sustainable education and practices |
|  | ***Community Engagement Goals*** |
| **CE-1** | Include all units of the campus in the process of community engagement for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity. |
| **CE-2** | Increase faculty, staff and student involvement in the Superior Edge program, academic service learning and other community engagement and leadership development initiatives. |
| **CE-3** | Put into action a commitment to be an inclusive community where differences are recognized as assets of the institution, respected attributes of the person and a valuable part of the university experience |
| **CE-4** | Increase collaboration with local communities, schools, governments, development groups and other partners to enhance community and economic development in the Upper Peninsula. |