

Milestone Department 2008-2013 Progress Assessment Report

7.5.11

Communications

	Metric (Outcome)	S.P Committee	Baseline	Baseline FY	1st Year Milestone Target	1st Year Actual	1st Year Assessment	FY10 Milestone Target	FY10 Actual	FY10 Assessment	Target FY11	FY11 Actual	FY11 Assessment	Target FY12	Target FY13	Target FY14	Final Target	COMMENTS
					FY09	FY09	FY09	FY10	FY10	FY10								
Strategic Goal I: Grow existing programs and Strategic Goal III: Build infrastructure																		
Goal I: Increase positive visibility	Number of media mentions during calendar year (not fiscal)	IV	89	FY09	N/A	N/A	N/A	90	100	Met	110	169.00	Target exceeded	121	133	146	146	From Strategic Goals
	Average Attendance at Exhibitions		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	248	454	Target exceeded	256	263	271	271	SE - Student Exhibition, CE - Continuing Education Exhibition, FE - Faculty Exhibition, Visiting Exhibition
Goal II: Maintain a consistent institutional identity	Progress toward completion of DCAD Style book	IV	0%	FY08	0%	0%	N/A	25%	25%	25%	100%	25%	Target not met	75%	100%	100%	Style book 100% complete	Modifications were made to the Stylebook schedule and targets for FY12 and beyond were adjusted.
Goal III: Maintain a current and up-to-date website	Annual DCAD website visitors from Delaware	IV	17,361	FY10	N/A	N/A	N/A	N/A	N/A	N/A	19,098	31,831	Target exceeded	21,008	23,109	25,420	25,420	