

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department: Communications

Fiscal Year Assessed: 2009/2010

GOAL 1: Increase positive visibility in the community

DCAD Mission Reference
DCAD's mission is to educate talented and committed student to become art makes, idea generators, problem solvers and visual communicators who can redefine the way we perceive and experience the world around us. It also serves as a visible stakeholder, cultural anchor and catalyst for the revitalization of downtown Wilmington.
DCAD Strategic Plan Reference
Strategic Goal 1: GROW EXISTING PROGRAMS Strategic Goal 3: BUILD INFRASTRUCTURE
DCAD Outcomes (measurable, subset of goal)
Increased enrollment in the degree and CE programs Higher profile in the community
Assessment Methods/ Measures
1. Number of media mentions (clip counts) 2. Attendance at DCAD exhibitions
What / Who is being assessed
Director of Communications - Clip Counts to measure media coverage. How are we doing vs. years' past? Director of Communications - Exhibition attendance numbers. How did do we compare to the previous year?
Frequency of Assessment Administration
Clip Counts = monthly Exhibition attendance = taken at the opening of each exhibition; recorded after.
Reliability/Validity Information
Clip counts are at the discretion of whoever is counting them. The number of recorded media mentions is based on how many clips can be found by the counter. Many are found by Google Alerts however there are probably some that are unaccounted for. Their categorization is also at the discretion of the counter. Exhibition attendance is measured by an electronic counter in the gallery. However it accounts for every time someone walks through, so essentially the number is divided in half at the conclusion of the opening reception to be recorded as the attendance number for that year.
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
In FY10, Clip Count target was exceeded. In FY10, Exhibition attendance was exceeded.

Results (Actual Level of Achievement; Describe, based on quantitative data)

Target is the average number of attendees at exhibitions.

Clip Count: Target = 110, Actual = 203

New Measure: Exhibition attendance target

FY11 Target is 248 attendees. Target is the average number of attendees at exhibitions.

FY10 Actions Taken (comprehensive, narrative analysis to address results)

1. In 2010, DCAD had more large articles than the previous year, due in part to some community-oriented events such as the attempt to break a Guinness World Record and the visiting exhibition, "Storytelling with Quill and Brush: Book Illustration from Bulgaria."
2. In 2010, the visiting exhibition had a higher attendance than 2009 due in part to more advertising, and better use of free online tools such as event calendars and social media outlets.

Actions narrative – (supported by results)

In 2010, the Communications Office was better organized and better able to promote upcoming exhibitions and events to the area media. Improved relationships and knowledge of local media also helped.

The 2010 visiting exhibition was better promoted and advertised as opposed to that in 2009. The 2009 exhibition was not advertised and attendance was low. In 2010, posters were created, a mailing was sent and the media were better notified. The exhibition also attracted visitors of international renown which generated more buzz. In addition, the exhibition was advertised in an additional publication and moving forward the Communications Office feels it should be advertised more. Several visitors also came to the exhibition based on the mailing they received.

Closing the loop

<u>Action</u>	<u>Person Responsible</u>	<u>Implementation Date</u>	<u>Results</u>
1. Promote events that the Community can be engaged with	Jessica Sturgis	March 2010	More than 30 media mentions and high event attendance

FY11 Actions Taken (comprehensive, narrative analysis to address results)

<u>Action</u>	<u>Person Responsible</u>	<u>Implementation Date</u>	<u>Results</u>
1. Advertise Visiting Exhibition	Curating Area Coordinator Alexi Natchev and Jessica Sturgis	Fall 2010	278 attended opening (118 attended in 2009)
2. Promote Visiting Exhibition	Jessica Sturgis	October 2010	More than 15 media

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department: Communications

Fiscal Year: 2009/2010

GOAL 2: Maintain consistent institutional identity

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DCAD Strategic Plan Reference
Institutional Goals Supported Strategic Goal 3: BUILD INFRASTRUCTURE
DCAD Outcomes (measurable, subset of goal)
Increased awareness and confidence in DCAD's institutional reputation Increased editorial coverage, invitations to participate in special programs
Assessment Methods/ Measures
1. Progress towards completion of a DCAD Style Book to provide guidelines for published materials
What / Who is being assessed
Director of Communications – communication of the institution
Frequency of Assessment Administration
Annually: Maintain up-to-date schedule.
Reliability/Validity Information
Progress towards completing style book is valid. Once the DCAD style book is complete, its effectiveness in maintaining a consistent institutional identity will have to be measured.
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
Target for FY10 is to have the framework for the style book laid out - 25% completion
Results (Actual Level of Achievement)
FY10 Target Met - 25% was completed. In FY11, 75% was to be completed. The Style Book is still a work in progress.

Actions Taken (comprehensive, narrative analysis to address results)

1. Researched other schools' style books/visual guidelines.
2. Formulated outline for completion of DCAD Style Book.

Actions narrative – (supported by results)

The DCAD Style Book is in progress and is set to be available in Fall 2012.

Closing the loop

<u>Action</u>	<u>Person Responsible</u>	<u>Implementation Date</u>	<u>Results</u>
Continue work on Style Book documents,	Jessica Sturgis	Ongoing	Better organized and Formatted Materials
Add web and social media the web. Guidelines to schedule	Jessica Sturgis	Winter 2012	Maintain identity on

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DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department: Communications

Fiscal Year: 2011

GOAL 3: Maintain a current and effective website.

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DCAD Strategic Plan Reference
Institutional Goals Supported Strategic Goal III: Build Infrastructure
DCAD Outcomes (measurable, subset of goal)
Increased awareness of news and events at DCAD Increased attendance at events
Assessment Methods/ Measures
<ol style="list-style-type: none">3. Continuous communication with faculty and staff4. Update information on the web site regularly including text and images5. Maintain a current email distribution list
What / Who is being assessed
Using Google Analytics, a web statistic program, how many web visitors are from Delaware?
Frequency of Assessment Administration
Annually on a fiscal year
Reliability/Validity Information
Reliability- Statistics are generated by a computer Validity-
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
The FY11 target was exceeded.
Results (Actual Level of Achievement)
(Describe, based on quantitative data) In FY11 the target was 19,098. The actual was 24,462, as of March 15. Will complete report July 1, 2011.

Actions Taken (comprehensive, narrative analysis to address results)

1. Have increased the use of Constant Contact in many departments to promote events, programs, majors, semesters, galas, exhibitions, and college news in general and continuously updated the email distribution list.
2. Web site has been maintained with up-to-date information. (*Photos will change by summer.)

Actions narrative – (supported by results)

The goal was to increase the number of visitors by 10%.

Closing the loop

<u>Action</u>	<u>Person Responsible</u>	<u>Implementation Date</u>	<u>Results</u>
Familiarize students with site Delaware	Jessica Sturgis	Fall 2011	Higher hits in
Familiarize staff with site Delaware	Jessica Sturgis	NOW	Higher hits in
Monitor Constant Contact reports growing? coming year?	Jessica Sturgis	Summer 2011	Is our mailing list Set target for
Update web photos number of visitors	Jessica Sturgis	Summer 2011	Continue to grow new and returning
Add Search Engine Optimization to budget more visitors	JS	Fall 2011	SEO will allow to find our site

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