

# COMMUNICATIONS DEPARTMENT GOAL ASSESSMENT

**Department name:** Communications

**Location:** First floor

**Date:** June 5, 2010

## Department Mission

The communications department is responsible for advancing the institution's image by using a wide variety of media, events and community partnerships.

## Primary Services, Programs, Functions

1. Writing press releases and working with all media
2. Print, radio, television and Web advertising
3. Publishing E-newsletter and updates to social networking sites
4. Updating and maintaining Web site
5. Forging community partnerships and student outreach opportunities

## Departmental Goals

1. Increase positive visibility in the community
2. Maintain consistent institutional identity
3. Maintain a current and effective website.

### Assessment Goal I:

1. Are we using ads and the website effectively
2. Are we reaching the target audience
3. What types of advertising are effective for different programs
4. Are we finding the best stories to promote DCAD and its mission

### Assessment Goal II:

1. Is knowledge of DCAD consistent with the College's mission and vision?

### Assessment Goal III:

1. Is the website being used effectively to communicate to constituents?

Strategic Goal I: Grow existing programs and Strategic Goal III: Build Infrastructure

Department Goal	Functional Area	Responsibility	Methodologies	Resources	Measures	Outcomes	Timeline
GOAL 1: Increase positive visibility	Communications and Marketing	Director of Communications	Press releases Print and broadcast advertising Use of web site Community involvement	Direct effort  Funds for advertising  Funds for website	Number of media mentions  Attendance at DCAD exhibitions	Higher profile in the community  Increased enrollment in the degree and continuing education program	

Strategic Goal III: Build infrastructure

Department Goal	Functional Area	Responsibility	Methodologies	Resources	Measures	Outcomes	Timeline
GOAL 2: Maintain consistent institutional identity	Communications and Marketing	Director of Communications	Create DCAD style book to provide guidelines for all published materials	Direct effort	Progress towards completion  Donor/Mission Survey	Increased awareness and confidence in DCAD's institutional reputation  Increased editorial coverage, invitations to participate in special programs	
GOAL 3: Maintain a current and up-to-date website	Communications and Marketing	Director of Communications	Continuous communication with faculty, students and staff  Update information on the website regularly and add new features such as virtual tour  Maintain a current email distribution list	Direct effort  Funds for student worker to assist win maintaining website  Funds for new features on website.	Web hits	Increased awareness of news and events at DCAD  Increased attendance at events	