Mission/Purpose
The Department of Public Relations strives to provide complete, timely and accurate University information to external and internal stakeholders in support of the Office of Institutional Advancement and the University of West Alabama.

I. Goals and Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Promote a positive image of the institution and area
Address the major educational, social, cultural, and economic issues of region in doing so promote a positive image of the institution and the area.

1. Objective: Foster relationships to keep stakeholders informed
Foster relationships with various stakeholders, keeping them informed of the latest campus news.

   a. Measure: Utilize Social Media
   Utilize social media outlets (Facebook, Twitter, blog, etc.) for disseminating information. Revive UWA Update e-newsletter with a new format and schedule to send to all faculty/staff and UWA alumni and friends with email addresses in the database. A Facebook page is active, but a Twitter account is pending the release of the new UWA Web site in January. Did not revive UWA Update newsletter because the alumni Web site (iModules) is not yet active. Should have been up in early spring, but poor planning and time management has slowed the project tremendously.

   Source of Evidence: Administrative measure - other

   1. Achievement Target:
      Utilize social media, revive e-newsletter

   2. Findings (2010-2011) - Achievement Target: Partially Met
      A Facebook page is active, but a Twitter account is pending the release of the new UWA Web site in January. Did not revive UWA Update newsletter because the alumni Web site (iModules) is not yet active. Should have been up in early spring, but poor planning and time management has slowed the project tremendously.

   3. Action Plan:
      Need active alumni Web site
      The newsletter and e-mail marketing features are tied to the new alumni Web site, which is not ready to launch.

      Established in Cycle: 2010-2011
      Implementation Status: In-Progress
      Priority: High
      Implementation Description: Have to launch Web site to use the software for newsletter.

      Responsible Person/Group: Alumni Relations
Implementation Notes:
9/2/2011 Alumni’s iModules site has been launched (early 2011); Alumni Relations currently utilizes email marketing module for announcement of alumni chapter events, programs, and other relevant information

2. Objective: Increase media releases
Increase the number of stories and photos about UWA released to the news media.

   a. Measure: Increase number of releases by 10 percent
   Clipping service, which covers Alabama newspapers, will track increase of placements.

   Source of Evidence: Activity volume

   1. Achievement Target: Increase news releases by ten percent

   2. Findings (2010-2011) - Achievement Target: Met
   The Office of Public Relations exceeded this goal.

3. Objective: Support "The University We Will Be" campaign
Produce campaign materials to support "UWA's

   a. Measure: Produce support materials
   Produce newsletters and news releases for donor recognition. Produce invitations and materials for the campaign kickoff dinner.

   Source of Evidence: Existing data

   1. Achievement Target: Produce newsletter quarterly

   2. Findings (2010-2011) - Achievement Target: Met
   The office produces newsletters and news releases to highlight donors. In addition, we helped plan and provide materials for the kickoff gala.

4. Objective: Promote a positive image of UWA
Promote a more positive image of UWA as part of the solution to the issues dealt with by the Black Belt region.

   a. M 4: Increase releases detailing the University as a regional institution focused on service and civic responsibility
   Increase the number of stories dealing with the ways UWA is addressing the needs of the Black Belt and promoting the University as a regional institution focused on service and civic responsibility.

   Source of Evidence: Activity volume

   1. Achievement Target: Increase number of stories by 10%

   2. Findings (2010-2011) - Achievement Target: Met
   We have and continue to do this.

   b. Measure: Create and maintain websites for Black Belt organizations
Create and maintain web sites for several Black Belt organizations

Source of Evidence: Administrative measure - other

1. **Achievement Target:**
   Create and maintain websites for several Black Belt organizations

2. **Findings (2010-2011) - Achievement Target: Met**
   Update Web sites for the Center for the Study of the Black Belt and the Black Belt Heritage Area.

5. **Objective: Provide students with up-to-date campus news**
   Impact student learning by increasing students' ability to make informed decisions by providing them with up-to-date campus news.

   a. **Measure: Students will be informed of campus news**
   Students on campus will be informed of campus news through emails, campus newspaper and news broadcast stories.

   Source of Evidence: Client satisfaction survey (student, faculty)

   1. **Achievement Target:**
      100% of students on campus will be informed of campus news

   2. **Findings (2010-2011) - Achievement Target: Met**
      The office utilizes the PR e-mail address to inform students.

6. **Objective: Produce a comprehensive crisis communication plan**
   Produce a comprehensive crisis communication plan for response to a crucial incident or other emergency that may affect or has affected the health, safety or welfare of students, faculty, staff or campus visitors.

   a. **Measure: Create a comprehensive crisis communication plan**
   By creating a comprehensive crisis communication plan, UWA will maintain focus on known facts and positive behavior. UWA will be represents as responsible and caring and will maintain stakeholder confidence. The plan will also help to communicate with UWA's internal audience (employees, students, Board of Trustee, etc) and the public. This plan is still a work in progress.

   Source of Evidence: Administrative measure - other

   1. **Achievement Target:**
      Comprehensive crisis communication plan produced

   2. **Findings (2010-2011) - Achievement Target: Partially Met**
      The crisis plan is a work in progress.

   3. **Action Plan:**
      **Design/Implement Crisis Communication Plan**
      We will continue to work with the Campus Police and other departments to design and implement a crisis communication plan.
      **Established in Cycle:** 2010-2011
      **Implementation Status:** In-Progress
      **Priority:** High
Responsible Person/Group:  Department of Public Relations

Implementation Notes:
9/2/2011  Working with Campus Police and Information Technology to develop a strategy for effectively communicating with campus, community, and region; Betsy Compton has attended several workshops on crisis management and is in contact with a consultant

II. Other Plans for Improvement
A. Planned Items
1. Produce award-winning publications
   Enter publications in CASE competitions
   Established in Cycle:  2010-2011
   Implementation Status:  Planned
   Priority:  High
   Implementation Description:  Enter publications in competitions
   Responsible Person/Group:  Betsy Compton
   Budget Amount Requested:  $0.00
   Implementation Notes:
   9/2/2011  Will submit publications designed or compiled by staff for consideration among CASE submissions

2. Produce capital campaign materials
   Produce capital campaign materials such as quarterly newsletters, web site, etc.
   Established in Cycle:  2010-2011
   Implementation Status:  Planned
   Priority:  High
   Implementation Description:  Edit and publish newsletter, design and update web site, produce other campaign materials as requested/needed
   Responsible Person/Group:  Meaghan Gordon
   Budget Amount Requested:  $0.00
   Implementation Notes:
   9/2/2011  Utilized Spring 2011 issue of UWA Today alumni magazine to promote campaign and feature announcement celebration

3. Stay up-to-date with current trends in higher education public relations
   Both staff members will attend CASE District Conference in Tampa, FL and join professional organizations and receive publications in order to stay up-to-date with current trends.
   Established in Cycle:  2010-2011
   Implementation Status:  Planned
   Priority:  High
   Implementation Description:  Staff members travel to and from Tampa; staff will join professional organizations and receive professional publications
   Responsible Person/Group:  Meaghan Gordon
   Additional Resources Requested:  Increase in travel, lodging and conference registration = $1,300.00 Increase in cost to join organizations/receive publications = $900.00
   Budget Amount Requested:  $2,200.00
   Implementation Notes:
   9/2/2011  Betsy Compton attended CASE conference in February 2011 to attend workshops and lectures regarding publications, communication, and other higher education public relations areas.
B. Items In Progress

1. e-newsletter and Alumni site under construction
   - E-newsletter and alumni site are under construction.
   - Established in Cycle: 2009-2010
   - Implementation Status: In-Progress
   - Priority: High
   - Implementation Description: Develop template Create schedule
   - Completion Date: 08/01/2010
   - Responsible Person/Group: Meaghan Gordon Betsy Compton
   - Implementation Notes:
     - 9/2/2011 Alumni’s iModules site was launched in early 2011; email marketing module is currently in use by Alumni Relations for the purpose of announcing events and programs

2. Employ a more comprehensive clipping service
   - Employ a more comprehensive clipping service for tracking online, TV, and newspaper hits
   - Established in Cycle: 2010-2011
   - Implementation Status: In-Progress
   - Priority: High
   - Implementation Description: Meet with service providers to secure the best deal
   - Responsible Person/Group: Meaghan Gordon
   - Additional Resources Requested: Increase budgeted amount for service = $4,000
   - Budget Amount Requested: $4,000.00
   - Implementation Notes:
     - 9/2/2011 Budget has not allowed more comprehensive clipping service; currently reviewing different types of services who offer both print and electronic delivery of clippings

3. Make and maintain professional relationships with members of area media
   - Continue to meet area newspaper writers and editors and continue to build relationships with Meridian, Tuscaloosa and Birmingham TV. Also utilize university-sponsored "Community Calendars"
   - Established in Cycle: 2010-2011
   - Implementation Status: In-Progress
   - Priority: High
   - Implementation Description: Face-to-face meetings with media contacts, utilize community calendars, have a comprehensive schedule of morning show appearances
   - Responsible Person/Group: Meaghan Gordon
   - Additional Resources Requested: Expensive account increase to take contacts to lunch = $750.00
   - Budget Amount Requested: $750.00
   - Implementation Notes:
     - 9/2/2011 Budget has not increased to provide funding for dinner/lunch meetings; have increased communication with representatives from area media; developing plans for hosting representatives for golf cart-style campus tours on monthly or quarterly basis at least

C. Finished Items

1. Utilize part-time staff member
   - Utilize part-time staff member for photography, writing, editing and design
   - Established in Cycle: 2010-2011
   - Implementation Status: Finished
   - Priority: High
   - Implementation Description: Provide staff member with all the information and
equipment needed

**Responsible Person/Group:** Meaghan Gordon  
**Additional Resources Requested:** Equipment needs = $2,500.00  
**Budget Amount Requested:** $2,500.00  
**Implementation Notes:**  
9/2/2011 Part time staff position turned to full time position August 2011; additional assistance is needed for continued and expanding coverage of campus events and economic impact

### III. Analysis Answers

**A. What specific strengths did your assessments show? (Strengths)**  
Assessments show that the Office of Public Relations is effective in delivering timely news and announcements to regional media outlets and current faculty and staff members through a variety of printed publications, an increasing monthly average of news releases, and a growing network in social media outlets.

**B. What specific weaknesses or challenges did your assessments show? (Weaknesses)**  
Our weaknesses include the lack of e-mail marketing. This is a service that we need to utilize to reach our alumni in a timely, cost-efficient manner.

**C. What plans were implemented?**  
Implemented plans include publicity, photography, collateral materials, and positive relationship building.

**D. What plans were not implemented?**  
The crisis communication plan is a work in progress, and the e-mail newsletter, which is tied to the launch of the alumni Webpage, is inactive.

**E. How will assessment results be used for continuous improvement?**  
We know what areas to focus on in the coming year.