

**Marketing and Public Relations  
2006-07 Assessment Plan**

<b>Expanded Statement of Institutional Purpose</b>	<b>Program Intended Educational Outcomes</b>	<b>Means of Program Assessment and Criteria for Success</b>	<b>Summary of Data Collected</b>	<b>Use of Results</b>
<p><u>Mission Statement:</u> To promote the mission and vision of the University to both internal and external audiences through specific communication strategies.</p> <p><u>Goal Statement:</u> Through our Integrated Marketing Plan, we will work to position SUU as the institution of choice for those who want an education that engages the mind through quality faculty and academics, and to ensure SUU's future viability by contributing to the increase of our share of support from our various target markets.</p>	<p>1. Position SUU in the minds of Leadership, Alumni, Employees, Prospective and Current Students as an institution in the state and region leading in high quality academics and faculty, outdoor recreation opportunities, and value.</p> <p>2. Execute Targeted Advertising</p> <p>3. Cultivate a Culture on campus</p>	<p>1. Measurability: Improve Opinion Leaders perceived "quality of faculty" strength from fourth place to second place.</p> <p>"Quality" brochure College Booklets Alumni Magazine Did You Know? Regular columns in Journal Town/Gown efforts: Fall Fest support, President's Box Guests, Old Main Messenger, That Thursday Thing</p> <p>2. Measurability: Improve the percentage of Prospective Students who have visited the SUU website from 24% to 45%.</p> <p>Attach website and/or call-to-action tags for tracking of response and effectiveness Class Magazine campaign Southern Utah radio Careers &amp; Colleges magazine Counselor's Guide</p> <p>3. Measurability: Annual Focus Group, Event Evaluations, Call-ins, Attendance to Events, Spontaneous Feedback/Input</p> <p>Bulletin Board That Thursday Thing radio show Old Main Messenger</p>		



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