

**-- ASSESSMENT PLAN TEMPLATE --
USF Administrative Units**

Unit: Office of University Communications & Marketing

Unit Mission Statement: The Office of University Communications & Marketing is the University of South Florida’s central public relations office, responsible for promoting the university and its mission.

Outcome/Objective 1

Outcome/Objective	UCM will implement strategies that will increase understanding of the USF system and strengthen its identity.
Methods of Assessment	<ol style="list-style-type: none"> 1. Creating a USF system logo and identifying appropriate use. 2. Designing and launching a USF system website that provides an explanation of the system, the governance policy, organizational charts, management council web pages and any other appropriate documents and links that will support an understanding of the system. 3. Developing a USF system style guide to delineate appropriate references to the system, its institutions and campuses, and governance. 4. Developing message-based branding for each USF system institution and campus that adheres to appropriate references, yet reflects the unique personality and points of pride for each.
Measures/Levels of Expectation	<ol style="list-style-type: none"> 1. USF system logo created, approved and in use as appropriate. 2. USF system website designed and launched. 3. USF system style guide is written and approved. 4. Message-based branding for each system institution and campus has been written and approved.
Assessment Results	
Use of Results for Program Improvement	

Outcome/Objective 2

Outcome/Objective	UCM will develop a true “news” force to further build USF’s reputation on a national and global scale.
Methods of Assessment	<ol style="list-style-type: none"> 1. Designing and launching a vibrant “USF News” website. 2. Adding a highly qualified news/feature writer and a digital news coordinator to the news team. 3. Assessing current responsibilities of each member of the “news” team, eliminating and/or reassigning those that will not help UCM achieve its stated

	<p>objective.</p> <p>4. Generating our own “news” content for posting on the “USF News” website.</p>
Measures/Levels of Expectation	<p>1. “USF News” website designed and launched.</p> <p>2. Additional staff hired.</p> <p>3. Responsibilities evaluated; recommendations made for eliminating, reassigning internally or externally; recommendations implemented.</p> <p>4. Number of self-generated “news” stories and number of visitors to “USF News” increased.</p>
Assessment Results	
Use of Results for Program Improvement	
Outcome/Objective 3	
Outcome/Objective	UCM will improve communication of news, accomplishments, and events among internal stakeholders.
Methods of Assessment	<p>1. Eliminating the USF e-Bulletin, a bi-monthly electronic newsletter.</p> <p>2. Developing and launching a dynamic “Inside USF” news page for faculty/staff.</p> <p>3. Providing weekly email blasts across the USF system to drive visitors to “Inside USF.”</p> <p>4. Organizing and managing a “Professional Communicators” group from across the USF system that will facilitate and provide content for “Inside USF.”</p> <p>5. Adding staff profiles to the rotation of faculty/student profiles on usf.edu.</p>
Measures/Levels of Expectation	<p>1. USF e-Bulletin eliminated.</p> <p>2. “Inside USF” news page for faculty/staff developed and launched.</p> <p>3. Weekly email blasts sent to drive visitors to “Inside USF.”</p> <p>4. Professional Communicators group organized and managed.</p> <p>5. Staff profiles added to the rotation of faculty/student profiles on usf.edu.</p>
Assessment Results	
Use of Results for Program Improvement	