

Administrative Unit Assessment Plan Example 2

Strategic Communications and Engagement

*This fictional assessment plan illustrates a strong assessment plan rated **Good** overall using the SHSU Meta-Assessment Rubric. Some components meet the Exemplary standard, while others intentionally reflect the Good level. The example demonstrates that a Good plan is clear, complete, aligned, and useful for continuous improvement, while also showing the additional evidence, justification, and implementation detail needed to reach Exemplary.*

NOTE: A high-quality assessment plan for an academic program should be grounded in the program's Mission.

Unit Mission

The mission of Strategic Communications and Engagement is to strengthen relationships between the university and its external stakeholders through strategic, timely, and engaging communications and outreach initiatives. The unit supports the university's advancement priorities by sharing meaningful stories, promoting opportunities for engagement, and fostering connections that increase awareness, participation, and support for the university..

Goal 1

Strengthen the University's connections with external stakeholders

Performance Objective 1.1

Increase engagement with communications distributed to external stakeholders.

KPI 1.1 (Direct Measurement Method)

Strategic Communications and Engagement will use analytics from its email communication platform to determine the percentage of recipients who engage with communications distributed to external stakeholders. Engagement will be measured using the percentage of recipients who click at least one link within each communication. Data will be collected throughout the assessment cycle and compiled by Strategic Communications and Engagement staff at the end of each semester. Annual results will be reviewed by the unit director to identify communication strategies and content that may need improvement.

Target 1.1

Strategic Communications and Engagement will increase the external stakeholder communication engagement rate from 21% in the previous assessment cycle to at least 23% during the current assessment cycle. This increase will demonstrate improved engagement with links and content included in communications distributed to external stakeholders.

Target Status

Met

Results 1.1

The target was met. The external stakeholder communication engagement rate increased from 21% in the previous assessment cycle to 24% during the current assessment cycle, exceeding the target of at least 23%. Engagement was strongest for communications featuring university impact stories and upcoming engagement opportunities. Communications containing primarily informational or administrative content generally produced lower engagement rates. These results suggest that content emphasizing university impact and opportunities for involvement may be more effective in generating stakeholder engagement.

Action 1.1

Although the target was met, Strategic Communications and Engagement will build on the strong engagement associated with university impact stories and engagement opportunities by incorporating more of this content into external stakeholder communications during the next assessment cycle. Unit staff will review communication engagement data each semester to determine whether these content strategies continue to generate higher engagement. The unit director will oversee implementation and review progress at the end of the assessment cycle.

Performance Objective 1.2

Increase participation in engagement opportunities promoted to external stakeholders.

KPI 1.2 (Direct Measurement Method)

Strategic Communications and Engagement will use registration and attendance records to determine the percentage of registered external stakeholders who participate in engagement opportunities promoted by the unit. Staff will compile participation data following each designated engagement opportunity and calculate an overall participation rate at the end of the assessment cycle. The unit director will review the annual results to identify opportunities for improving promotional strategies.

Target 1.2

Strategic Communications and Engagement will increase the participation rate for registered external stakeholders from 72% in the previous assessment cycle to at least 75% during the current assessment cycle. This increase will reflect improved participation among individuals who register for engagement opportunities promoted by the unit.

Target Status

Not Met

Results 1.2

The target was not met. The participation rate for registered external stakeholders was 73% during the current assessment cycle, falling below the target of at least 75% but improving from 72% in the previous cycle. Participation rates were higher for opportunities scheduled during weekday evenings than for those scheduled during regular business hours. The results indicate that scheduling may be one factor affecting whether registered external stakeholders ultimately participate.

Action 1.2

Because the target was not met, Strategic Communications and Engagement will adjust the scheduling of selected engagement opportunities to include more weekday-evening options during the next assessment cycle. Unit staff will compare participation rates across scheduled opportunities to determine whether the revised scheduling approach improves participation among registered external stakeholders. The unit director will review the results at the end of the assessment cycle.

Goal 2

Promote awareness of the University's achievements, impact, and priorities

Performance Objective 2.1

Increase the percentage of planned strategic content completed in line with the unit's annual communication plan.

KPI 2.1 (Direct Measurement Method)

Strategic Communications and Engagement will review its annual communication plan and project-tracking records to determine the percentage of planned strategic content completed during the assessment cycle. Staff will update project completion information throughout the

year, and the unit director will review the records at the end of each semester to identify planned content that was not completed and areas in which implementation may need improvement.

Target 2.1

Strategic Communications and Engagement will increase the percentage of planned strategic content completed from 84% in the previous assessment cycle to at least 90% during the current assessment cycle. This increase will reflect improved implementation of the unit's annual communication plan.

Target Status

Not Met

Results 2.1

The target was not met. Strategic Communications and Engagement completed 82% of the strategic content identified in its annual communication plan, falling below the target of at least 90% and decreasing from 84% in the previous assessment cycle. Several projects planned for the latter part of the cycle were delayed or not completed. Project-tracking records indicated that competing communication priorities and unanticipated requests contributed to these delays. The results indicate a need to improve the prioritization and scheduling of planned strategic content.

Action 2.1

Strategic Communications and Engagement will implement quarterly reviews of its annual communication plan to improve the prioritization and scheduling of planned content. During these reviews, unit staff will identify potential scheduling conflicts and adjust project timelines to account for emerging communication needs. The unit director will oversee the reviews and evaluate the content completion rate at the end of the next assessment cycle.

Performance Objective 2.2

Increase the use of strategic content across university communication channels.

KPI 2.2 (Direct Measurement Method)

Strategic Communications and Engagement will use content-distribution records to determine the percentage of strategic content produced by the unit that is published or distributed through two or more university communication channels. Staff will document distribution when content is released and compile results at the end of the assessment cycle. The unit director will review the results to identify opportunities for expanding the use of strategic content across communication channels.

Target 2.2

Target 2.2: Strategic Communications and Engagement will increase the percentage of strategic content published or distributed through two or more university communication channels from 68% in the previous assessment cycle to at least 75% during the current assessment cycle. This increase will reflect broader use of strategic content across available university communication channels.

Target Status

Met

Results 2.2

The target was met. During the current assessment cycle, 78% of strategic content produced by the unit was published or distributed through two or more university communication channels, exceeding the target of at least 75%. Content highlighting university achievements and major initiatives was most frequently distributed across multiple channels.

Action 2.2

Although the target was met, Strategic Communications and Engagement will enhance its content-distribution practices by identifying additional opportunities to use appropriate strategic content across multiple university communication channels. Unit staff will consider potential distribution channels when planning new content and will monitor distribution patterns throughout the next assessment cycle. The unit director will review the results at the end of the cycle to determine whether broader distribution is being maintained.

Goal 3

Strengthen alumni connections with the University

Performance Objective 3.1

Increase alumni participation in university engagement opportunities.

KPI 3.1 (Direct Measurement Method)

Strategic Communications and Engagement will use registration and attendance records to determine the percentage of registered alumni who participate in designated university engagement opportunities promoted by the unit. Staff will record participation following each designated opportunity and compile an overall participation rate at the end of the assessment cycle. The unit director will review the results annually to identify opportunities for strengthening alumni participation.

Target 3.1

Strategic Communications and Engagement will increase the participation rate among registered alumni from 64% in the previous assessment cycle to at least 68% during the current assessment cycle. This increase will reflect improved participation in designated university engagement opportunities promoted to alumni.

Target Status

Not Met

Results 3.1

The target was not met. The participation rate among registered alumni was 65% during the current assessment cycle, falling below the target of at least 68% but increasing slightly from 64% in the previous cycle. Participation was higher for networking and university celebration events than for educational and informational programs. The results indicate an opportunity to

examine the types of engagement opportunities promoted to alumni and identify strategies for increasing participation.

Action 3.1

Strategic Communications and Engagement will adjust its promotion of alumni engagement opportunities by placing greater emphasis on programs and messaging that reflect demonstrated alumni interests. Unit staff will review participation patterns when planning and promoting engagement opportunities during the next assessment cycle. The unit director will evaluate alumni participation results at the end of the cycle to determine whether the revised approach contributed to increased participation.

Performance Objective 3.2

Increase alumni engagement with university communications.

KPI 3.2 (Direct Measurement Method)

Strategic Communications and Engagement will use response records to determine the percentage of alumni who complete a designated call to action included in selected alumni communications. Calls to action may include registering for an alumni activity, submitting updated contact information, responding to a university initiative, or accessing a featured university resource. Staff will track completed responses throughout the assessment cycle and compile the results annually. The unit director will review the results to identify opportunities for strengthening alumni engagement through university communications.

Target 3.2

Strategic Communications and Engagement will increase the alumni communication response rate from 18% in the previous assessment cycle to at least 20% during the current assessment cycle. This increase will reflect greater alumni response to designated calls to action included in selected university communications.

Target Status

Met

Results 3.2

The target was met. The alumni communication response rate increased from 18% in the previous assessment cycle to 22% during the current assessment cycle, exceeding the target of at least 20%. Calls to action related to alumni activities and updating contact information generated the highest response rates, while those directing alumni to university resources generated lower response rates. The results indicate that alumni were more likely to respond when communications included a clear opportunity for direct participation or interaction with the university.

Action 3.2

Although the target was met, Strategic Communications and Engagement will build on the successful response rate by incorporating clearer and more participation-focused calls to action into selected alumni communications during the next assessment cycle. Unit staff will review response patterns throughout the cycle and use the findings to refine calls to action when

appropriate. The unit director will review the annual results to determine whether the increased response rate is maintained.

Previous Cycle's Plan for Continuous Improvement (Do Not Modify)

During the next assessment cycle, Strategic Communications and Engagement will expand the use of university impact stories in external stakeholder communications to strengthen engagement and will review the scheduling of engagement opportunities, including the use of additional weekday-evening options to support participation. The unit will also periodically review planned strategic content to identify competing priorities and potential scheduling issues and will expand the distribution of appropriate strategic content across multiple university communication channels.

To strengthen alumni engagement, staff will review participation patterns across different types of alumni engagement opportunities and use this information to inform future planning and promotion. As a new initiative, the unit will begin tracking alumni responses to selected calls to action in university communications to establish baseline information for future assessment and improvement.

Update to the Previous Cycle's Plan for Continuous Improvement

Strategic Communications and Engagement completed the initiative to expand university impact stories in external stakeholder communications. Impact-focused content was incorporated more frequently during the assessment cycle and generated stronger engagement than primarily informational or administrative communications.

The unit partially completed its planned review of engagement opportunity scheduling. Staff offered additional weekday-evening opportunities during portions of the assessment cycle, and these generally produced higher participation rates than opportunities held during regular business hours. However, the scheduling approach was not implemented consistently across all designated opportunities.

The unit partially completed the planned periodic review of strategic content included in the annual communication plan. Project schedules were reviewed during the year, but reviews were not conducted consistently. Competing priorities and unanticipated communication requests continued to contribute to delays, and the percentage of planned strategic content completed declined from the previous cycle.

The initiative to expand the distribution of strategic content across university communication channels was completed. A greater percentage of content was distributed through two or more channels, with university achievement and major initiative content receiving the broadest distribution.

The unit completed its review of alumni participation patterns and identified differences across types of engagement opportunities. Networking and university celebration events generated stronger participation than educational and informational programs. These findings were used to inform planning and promotional decisions.

Finally, Strategic Communications and Engagement completed the new initiative to track alumni responses to selected calls to action. Response data were collected throughout the cycle and provided baseline information about the types of calls to action that generated the strongest alumni response. This information was incorporated into the unit's assessment of alumni communication engagement.

New Plan for Continuous Improvement

During the next assessment cycle, Strategic Communications and Engagement will implement several initiatives to strengthen communication and engagement efforts. The unit will build on successful external stakeholder engagement by incorporating more university impact stories and engagement opportunities into communications. Staff will also adjust the scheduling of selected engagement opportunities to include more weekday-evening options and will monitor participation rates to determine whether these changes increase participation.

To improve implementation of the annual communication plan, Strategic Communications and Engagement will conduct quarterly reviews of planned strategic content to identify scheduling conflicts, prioritize projects, and adjust timelines when competing communication needs arise. The unit will also identify additional opportunities to distribute appropriate strategic content across multiple university communication channels and will monitor distribution patterns throughout the assessment cycle.

To strengthen alumni engagement, the unit will use participation patterns to place greater emphasis on programs and promotional messaging that reflect demonstrated alumni interests. Strategic Communications and Engagement will also incorporate clearer, participation-focused calls to action into selected alumni communications and review response patterns to determine whether these strategies maintain or increase alumni engagement.

As a new initiative, Strategic Communications and Engagement will develop a standardized content-planning calendar to coordinate major communication and engagement activities across the assessment cycle. The calendar will be used by unit staff to identify key communication periods, anticipated content needs, and potential scheduling conflicts. The unit director will review implementation of the calendar during the year and determine whether it improves the coordination of communication activities.