

Division: University Relations
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Annual Assessment Results and Recommendations Report

Overall summary of Division data results: Division VPs please state summary in terms of actions aimed at improving institutional effectiveness.	Implications for resources needed/budget allocations (Must be tied directly to data reported in Assessment Reports).	Strategic Plan goal(s) supported (2013-2020).
<p>Marketing, communications and promotions efforts all designed to enhance brand awareness and strength showed measurable improvement in key areas such as enrollment, facility rentals and ticket sales for arts performances. The Kean brand is strong in the regional area, and arts performance are a draw, but additional work is needed increase recognition in targeted enrollment areas in South Jersey, Pennsylvania, New York and Delaware.</p> <p>A coordinated online outreach program with the Undergraduate Office of Admissions yielded significant data related to open house attendance and conversions applications, but also identified weaknesses in the timing, consistency and content of UG Admissions outreach efforts.</p> <p>Additionally, pilot recruitment efforts through SEO advertising for the Global Business School produced measurable results, but require an increase in resources to further determine viability. Expanded emphasis and resources in the new fiscal year must be placed on online marketing, SEO (search engine optimization) and SSO (social search optimization) efforts.</p>	<ul style="list-style-type: none"> • Overall funding levels for marketing and communications initiatives should continue at current, or increased, rates to build brand awareness and enhance recruitment efforts. • Funding resources must continue their shift from print to online, social media and SEO marketing. Elimination of advertising in news outlets freed funds (@\$400,000) that should be invested in online efforts. • Continue to invest in online, global outreach, leveraging the Global Business program as well as Wenzhou Kean to generate expanded interest in foreign markets. Continue funding for online advertising and video efforts. • M&P 1 - Expand FY14 pilot online, international marketing with the Global Business School to two new markets, @\$150,000. • M&P 2 - Provide funding for new audio engineer for Enlow Hall recording studio (@\$60,000 annually) 	<ul style="list-style-type: none"> • Goal 1—Locate Kean University as a focal point; top choice. • Goal 2—Attract and retain more first-time, full-time students • Goal 3—Retain and Further Attract World Class Faculty and Staff • Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice • Goal 6—Become a Globalized university • Goal 7—Establish sustainable revenue flow

Summary of Program/Department needs based on data results.	Implications for resources needed/budget allocations priorities.	Strategic Plan goal(s) supported (2013-2020).
<p>A. Media & Publications</p> <p>Media & Publications focused their strategic marketing efforts on completing the redesign and launch of the kean.edu website, utilizing data and information obtained through focus groups and online questionnaires. As a recruitment tool, the website consistently ranks highest in all research related to “how did you learn about Kean...”</p> <p>B. Media & Publications</p> <p>University Relations continued targeted marketing efforts to reinforce positive brand awareness in feeder counties and regions, and increase brand awareness in new geographic areas, including Staten Island, Bergen County and parts of New York State, South Jersey and Philadelphia region to assist strategic goals related to admissions, enrollment and recruitment. Related data finds: increased participation in Open House and other programming from these regions; slight increase in enrollment from these regions; increase in brand awareness in these regions, but more work to be done on moving from “heard of Kean” to “know what Kean has to offer”; more targeted work needed with out-of-state audiences.</p>	<p>A. Media & Publications</p> <ul style="list-style-type: none"> • M&P 3 - Kean.edu website completed and launched in late September; new analytics programming incorporated. Maintenance/transition funding of @ \$36,000 required for fiscal year. <p>B. Media & Publications</p> <ul style="list-style-type: none"> • Overall funding levels should continue at current or greater levels in targeted regions to build on brand awareness and support recruitment efforts. • Marketing investments must continue in areas including Staten Island, South Jersey, Philadelphia, Delaware and other parts of New York State and may require some enhancement via electronic marketing outlets. No additional funds requested; shift in current funding from print venues to online venues. 	<p>A&B. Media & Publications</p> <ul style="list-style-type: none"> • Goal 1—Locate Kean University as a focal point; top choice. • Goal 2—Attract and retain more first-time, full-time students • Goal 3—Retain and Further Attract World Class Faculty and Staff • Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice • Goal 6—Become a Globalized university

<p>C. Media & Publications University Relations targeted marketing efforts to support strategic goal of increasing residential student population. Related data finds: housing enrollments for new academic year increased from previous year.</p> <p>D. Center for History, Politics and Policy University Relations developed and launched the Center for History, Politics and Policy website and support materials and coordinated efforts to increase public awareness of Kean experts. Data results for second year show strong coverage of center polling; nationally and internationally placed coverage of Kean experts; and increased awareness of Kean faculty expertise in certain disciplines. Center earned place as a host for Lt. Governor's debate in 2013. Targeted policy roundtables initiative for 2014-15 fiscal year.</p> <hr/> <p>E. Conferencing and Events</p> <p>In its second year of operation, the Office of Conferencing and Events posted significant, data driven results key areas of improvement as identified in its annual assessment plan Targeted goals of posting increases in University revenue for FY14 were not just met, but exceeded by @ 112%. Additional goals for increasing use of online reservation system also not only met but exceeded targets by nearly 25%. t</p>	<p>C. Media & Publications Overall funding levels should continue at current or greater levels in targeted regions to build on brand awareness and support recruitment efforts.</p> <p>D. Center for History, Politics and Policy Data demonstrates initial investment in website and center launch generated extension "free media" returns through polling, project and expert coverage. Research also determined polling expenses not yielding any significant differentiation for Kean. Modified strategic direction of Center to include policy roundtables. Current program investment is adequate.</p> <p>E. Conferencing and Events</p> <p>M&P 4 - Data establishes initial investments in staffing, marketing and scheduling software system adequate to support desired performance. However, the demand for services for the office is far outpacing staffing levels. A request for one, full-time program assistant line funded at approximately \$35-38,000 annually to handle all incoming requests, telephones and general office duties is presented for consideration in FY15.</p>	<p>C&D. Media & Publications</p> <ul style="list-style-type: none"> • Goal 1—Locate Kean University as a focal point; top choice. • Goal 2—Attract and retain more first-time, full-time students • Goal 3—Retain and Further Attract World Class Faculty and Staff • Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice • Goal 6—Become a Globalized university <p>E. Conferencing and Events</p> <ul style="list-style-type: none"> • Goal 1—Locate Kean University as a focal point; top choice. • Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice • Goal 6—Become a Globalized university • Goal 7—Establish sustainable revenue flow
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<p>F. Theatre Management & Programming</p> <p>Data collected by TMPO demonstrated successful efforts in areas of student participation in Kean STAGE events, overall ticket sales and revenue enhancements. Improvements in all areas were tracked and new initiatives identified for FY15 to further enhance these strategic initiatives.</p>	<p>F. Theatre Management & Programming</p> <p>Data establishes that discounted rush tickets to Kean Stage performances for students resulted in a significant (10%) increase in students participating in/attending Kean Stage performances. Continue this initiative, no additional funds required.</p> <p>Efforts to generate repeat customers for Kean Stage offerings also posted a 5% increase and related marketing and promotional efforts will continue in FY15.</p> <p>M&P 2 - Enlow Hall recording studio is now ready for rental, but an in-house recording engineer is needed to handle recording reservations and facilitate proper use of the equipment and services. Rentals can generate significant funding for the University; funding requested for new audio engineer position with additional theatre assignments @\$60,000. (listed on page 1)</p>	<p>F. Theatre Management & Programming</p> <ul style="list-style-type: none"> • Goal 1—Locate Kean University as a focal point; top choice. • Goal 2—Attract and retain more first-time, full-time students • Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice • Goal 6—Become a Globalized university • Goal 7—Establish sustainable revenue flow
<p>G. Premiere Stages (TMPO)</p> <p>Premiere Stages is operating in line with current assessment documents and is successful meeting all planning projections. The Producing Artistic Director has been able to generate external funding to allow for the modest growth possible with a staff of two full timers. Premiere Stages is poised for additional growth, but a staff resource is needed to move to the next level.</p>	<p>G. Premiere Stages</p> <p>Premiere Stages requests the elevation of the Audience Services Coordinate to a full-time line within the state system. This position will continue to serve the marketing and recruitment efforts of not only Premiere Stages, but also Liberty Hall Museum and University Relations. Annual salary target \$45,000. (note: this position was approved in September 2014)</p>	<p>G. Premiere Stages</p> <ul style="list-style-type: none"> • Goal 1—Locate Kean University as a focal point; top choice. • Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice • Goal 6—Become a Globalized university • Goal 7—Establish sustainable revenue flow