Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Maintain student diversity in marketing pieces to more closely reflect the student population of Texas Tech.

- The critical success factor of sustaining student diversity in marketing pieces to reflect changes in Texas Tech enrollment within at least five percent was attained and surpassed. Of the 41 completed projects, 91 percent included images of students from diverse ethnic groups. Texas Tech University's percentage of students from diverse ethnic groups compared to total enrollment numbers was approximately 25 percent.
- Targeted audiences respond to design concepts and targeted messages as indicated by Student Affairs departments' participation numbers and awareness levels.

Goal 2: Engagement: Provide efficient and effective strategic marketing services that promote innovative communications solutions through marketing knowledge, theory and skills and facilitate linkages between the Student Affairs departments and their customers, while advancing Texas Tech University and the Division of Student Affairs by adapting to changing university and market dynamics.

- The department's efficiency and effectiveness is measured through client responses in the project/campaign evaluation forms that are sent to each client upon the completion of each project/campaign. The critical success factor of maintaining a project evaluation score average of 3.5 on a five-point scale (with 1 being poor and 5 being excellent) has been accomplished and surpassed. In the 29 project evaluations Marketing and Promotions received, the department averaged 4.6 on a five-point scale on efficient and effective strategic marketing services.
- The department completed 41 strategic marketing projects that effectively promoted the departments within the division's activities, facilities, programs and services. Of these completed projects, 182,679 pieces were printed. These promotions and targeted pieces ultimately led to student learning and other outcomes, including revenue generation, as reported by each department.
- To ensure Marketing and Promotions provides efficient and effective, strategic marketing services, the department maintains a Marketing Assessment Committee to assess department goals and objectives, cost effectiveness, client satisfaction and provide measurements of each in quarterly reports.
- To ensure Marketing and Promotions provides efficient and effective, strategic marketing services, the department maintains an Internal Controls Committee to assess production and project management and other internal issues.
- The department's effectiveness is also measured by its awards: Lubbock Advertisement Association's ADDY Awards: 1) Housing and Residence Life New Hall Campaign; 2) 2003-2004 Student Affairs Annual Report.

Goal 3: Human Resources and Infrastructure: Maintain a quality work force and environment.

- The critical success factor of maintaining a department-wide average of five out of 10 (with 1 being development needed and 10 being extraordinary strength) in the 360 degree Walk the Talk Feedback Process was attained and surpassed. The department-wide averages are as follows: Group A = 6.9 (fully acceptable); Group B = 7.5 (exceptional strength); Group C = 8.8 (exceptional strength); Total Group = 7.5 (exceptional strength); Self = 7.8 (exceptional strength) *Three employees did not have Group C results.
- The department strives to support its staff through various professional development opportunities (conferences, Web and teleconferences, campus trainings, self-paced resources, committee and prof. assoc. memberships), recognition opportunities (Employee and Design of the Quarter Programs, Student Affairs' Above and Beyond...
for Students Award and TTU Quality Service Awards Program) and team building
activities in order to maintain a quality work force and work environment. This not
only leads to increased job satisfaction, productivity, efficiency and effectiveness
(the department averaged 4.6 on a 5-point scale with 1 being poor and 5 being
excellent on efficient and effective strategic marketing services), it also leads to
increased customer satisfaction (the department averaged 4.5 on a 5-point scale
with 1 being poor and 5 being excellent on attitude and general performance).
(Project/campaign evaluation forms are sent to each client upon the completion of
each project/campaign.)

Goal 4: Tradition and Pride: Develop and implement strategic marketing efforts that foster and
promote Texas Tech traditions and pride.

- The department ensures that all media carry the same identity by offering a broad
range of services from print to Web design. This creates a cohesive message for the
departments of SA. The department also strives to promote the university by
ensuring that all print pieces include the Double T, TTU Logotype or Seal. By
utilizing the university symbols on every piece, the department is helping to build the
broader university image as well as adding to the cohesiveness of Student Affairs'
marketing efforts. The critical success factor of creating integrated marketing
campaigns has been attained successfully. Utilizing the Marketing Request System
(www.marketing.dsa.ttu.edu), the department has tracked the number of integrated
campaigns it has completed: Center for Campus Life View Book and Note Cards;
Summer Reading Program; Feed Your Body and Soul Week; Arbor Day; Housing
Contract Renewals; Murray Hall Sign-ups Campaign; and Summer Sign-ups
Campaign.
- The integrated campaigns ultimately led to student learning, feelings of pride and
tradition and other outcomes, including revenue generation, as reported by each
department.
- The department's efficiency and effectiveness is measured through client responses
in the project/campaign evaluation forms that are sent to each client upon the
completion of each project/campaign. The critical success factor of maintaining a
project evaluation score average of 3.5 on a five-point scale (with 1 being poor and 5
being excellent) has been accomplished and surpassed. In the 29 project
evaluations Marketing and Promotions received, the department averaged 4.6 on a
five-point scale on efficient and effective strategic marketing services.

Goal 5: Image and Awareness: Improve Marketing and Promotions' image and awareness through
customer relations and constituency management.

- The department strives to foster and maintain communication and positive relations
with clients in order to provide exemplary customer service, operate in an
environment conducive to providing effective and efficient, strategic marketing
services and to ensure we meet our clients' goals and objectives. Another critical
success factor related to this goal that has been attained is that we provide
information to clients on processes and services in an annual presentation. We
presented to the Center for Campus Life on July 8, 2005 and averaged 4.5 on a five-
point scale (with 1 being strongly disagree and 5 being strongly agree) on the
presentation evaluation. Another forum for open communication is the project/campaign evaluation form because it allows the client the opportunity to
provide feedback and facilitates further discussion on areas of success and
opportunities for improvement.
- Another outcome is that the critical success factor of maintaining project evaluation
customer service score average (attitude and general performance) of 3.5 on a five-
point scale (with 1 being poor and 5 being excellent) has been attained and
surpassed. In the 29 project evaluations Marketing and Promotions received, the
department averaged 4.5 on a five-point scale on attitude and general performance.
The department's customer service levels are measured through client responses in
the project/campaign evaluation forms that are sent to each client upon the
completion of each project/campaign.
- Other venues for open communication between Marketing and Promotions, vendors
and marketing entities are committees and professional associations. Team
members serve on university, division and community committees (TTU Quality
Service Awards Ceremony Committee, TTU Web Advisory Committee,
StrengthsQuest Committee, Student Affairs' Connections Committee and United
Way Marketing Committee) and are members of local professional associations
(Lubbock Advertising Federation and Lubbock Internet Business Association).
- Another critical success factor, create, implement and maintain Marketing and
Promotions' image, is pursued daily. The department hosted its logo rollout event
July 28, 2005 in our Doak Conference Center Suite and received positive feedback
about the logo and decals. We also assess our performance after every
project/campaign by sending an evaluation form to the client and debrief each
project upon completion. We make adjustments as necessary. In the 29 project
evaluations Marketing and Promotions received, the department averaged 4.6 on a
five-point scale (with 1 being poor and 5 being excellent) on efficient and effective
strategic marketing services.
While improving Marketing and Promotions' image and awareness through customer relations and constituency management, another objective is the completion of customer service training within sixty days by all new employees. Two new full-time employees were hired and both completed TTU's SERVICEplus class, Service Within: Living the Texas Tech Vision. An outcome of this requirement is that the department's Group B average was 7.5 (exceptional strength) on a 10 point scale (with 1 being development needed and 10 being extraordinary strength) in the 360 degree Walk the Talk Feedback Process.

Another outcome is that the department recognizes and rewards staff members who offer excellent customer service through the Employee of the Quarter Program. Four employees were recognized for providing courteous and superior customer service.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
MARKETING AND PROMOTIONS

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
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<td>Attitude and general performance (average score).</td>
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<tr>
<td>CSF: Create, implement and maintain Marketing and Promotions' image. Provide efficient and effective strategic marketing services. (average score).</td>
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<td>Maintain department-wide annual perf. avg. of 5/10 on the 360 Walk the Talk assessment.</td>
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Section 3b. Qualitative Information.

- Access and Diversity: Student diversity is sustained in 91 percent of Marketing and Promotions' projects/campaigns.

- Engagement: Marketing and Promotions provides efficient and effective, strategic marketing services, as indicated by the average project evaluation score of 4.6 on a five-point scale (1 being poor and 5 being excellent) and by the number of completed projects (41) and the number of printed pieces (182,679).

- Engagement: Marketing Assessment Committee Members: Kaley Paris (chair), Tammy Brown, Sonia Moore, Amy Richarte, Angela Smith and Brandy Winans

- Engagement: Quality Internal Controls Committee Members: Kaley Paris (chair), Brian Boucher, Tammy Brown, Angela Smith and Brandy Winans

- Engagement: Lubbock Advertisement Association's ADDY Awards: 1) Housing and Residence Life New Hall Campaign; 2) 2003-2004 Student Affairs Annual Report

- Human Resources and Infrastructure: Marketing and Promotions maintains a quality work force as evidenced by the average scores in the Walk the Talk 360 degree Feedback Process (1 being development needed and 10 being extraordinary strength): Group A = 6.9 (fully acceptable); Group B = 7.5 (exceptional strength); Group C = 8.8 (exceptional strength); Total Group = 7.5 (exceptional strength); Self = 7.8 (exceptional strength) and by the average project evaluation score on a five-point scale (1 being poor and 5 being excellent) of 4.6 in the areas of efficiency and effectiveness and 4.5 in the areas of attitude and general performance.

- Human Resources and Infrastructure: Employee of the Quarter Recipients: 1st Quarter FY05 - Brandy Winans; 2nd Quarter FY05 - Katie Dworsky; 3rd Quarter FY 05 - Amy Richarte; 4th Quarter FY05 - Angela Smith

- Human Resources and Infrastructure: Design of the Quarter Recipients: 1st Quarter FY05 - Lauren Boldon; 2nd Quarter FY05 - Brandy Winans and Lauren Boldon; 3rd Quarter FY05 - Roberta White; 4th Quarter FY05 - Brett Stallings

- Human Resources and Infrastructure: Student Affairs' Above and Beyond for Students Award: Amy Richarte (2) and Lauren Boldon

- Human Resources and Infrastructure: 2004 Texas Tech University Quality Service Award Recipient: Kaley Paris

- Tradition and Pride: Marketing and Promotions completed seven integrated marketing campaigns promoting Texas Tech pride and/or tradition: Center for Campus Life View Book and Note Cards; Summer Reading Program; Feed Your Body and Soul Week; Arbor Day; Housing Contract Renewals; Murray Hall Sign-ups Campaign; and Summer Sign-ups Campaign.

- Tradition and Pride: Marketing and Promotions' diligence in implementing strategic marketing efforts that foster and promote Texas Tech traditions and pride were efficient and effective as evidenced by the average project evaluation score on a five-point scale (1 being poor and 5 being excellent) of 4.6 in the areas of efficiency and effectiveness.

- Image and Awareness: Marketing and Promotions successfully communicated its processes and services to the Center for Campus Life on July 8, 2005 as evidenced by the average presentation evaluation score of 4.5 (1 being strongly disagree and 5 being strongly agree).

- Image and Awareness: Marketing and Promotions maintains positive relations with its clients as evidenced by the average project evaluation score on a five-point scale (with 1 being poor and 5 being excellent) of 4.6 in the areas of efficiency and effectiveness and 4.5 in the areas of attitude and general performance and the average scores in the Walk the Talk 360 degree Feedback Process (with 1 being development needed and 10 being extraordinary strength): Group B = 7.5 (exceptional strength).

- Image and Awareness: 2004 Texas Tech University Quality Service Awards Ceremony Committee Ex-Officio: Tiffany Enderson

- Image and Awareness: United Way Campaign Video Casting Director: Tiffany Enderson

- Image and Awareness: Student Affairs Connections Committee Member: Sonia Moore

- Image and Awareness: StrengthsQuest Committee Member: Tammy Brown
Section 4. Strategic Planning Update.

Goal: In the fall 2004 semester, Marketing and Promotions began revising the strategic plan. The department made the following revisions: 1) revised the vision statement; 2) revised goal statements; 3) removed an irrelevant goal statement and irrelevant objectives; 4) modified assessments; and 5) added a new goal statement.

Goal: The department recognizes the need to engage in more outcomes-based assessment and will make this a priority in FY2006.

- The department will document the answers to the following questions as discussed by Dr. Marilee J. Bresciani, Assistant Vice President for Institutional Assessment at Texas A & M University: What are we trying to do and why are we doing it? What do we expect the student/client to know or to do as a result of our program/effort? How well are we doing it? How do we know? How do we use the information to improve? Does that work?
- It is critical that the department continue to use assessments in planning. The department will continue to document, and will investigate and implement better ways to document improvements based on assessments.

Commentary:

Marketing and Promotions has made documented progress on all of its strategic goals and has continued to increase customer satisfaction levels. The average score on project/campaign evaluations in FY2004 was 4.35 and was 4.5 on attitude and general performance and 4.6 on efficiency and effectiveness in FY2005 on the same five-point scale (with 1 being poor and 5 being excellent). The department retained 100 percent of its client base and serviced seven new clients. The number of projects managed decreased; however, this may be because we are now counting integrated campaigns as one single project rather than as multiple projects. We are still completing approximately 50 percent of the projects requested. In FY2005, 49 percent of the projects were either in process, cancelled or deferred at year-end. The department developed an value-added add-on component to its online request system to keep a more accurate account of its projects, that queries the request date, completion date, whether the deadline was met, the date the evaluation was sent and the date the evaluation was received. The department will add new fields and queries to the system to improve the quality of the data: the evaluation scores, the quantity of pieces printed, quantity of pieces distributed to target audiences, date of event(s), headcount and/or revenue generated, whether the project was a new or annual project and whether the client was a new or returning client. Regarding the strategic plan, not all of the objectives and strategies relate to the goals as they should. There is an opportunity to engage in more outcomes-based assessment. The department, through its Marketing Assessment Committee, will review the strategic plan from an outcomes-based perspective to ensure its goals, objectives and strategies relate back to the department's mission, vision and values statements and that the objectives and strategies relate back to the goals. It will make a concerted effort to communicate with its clients in order to track the number of pieces distributed, dates of events and the headcount of each event publicized and/or revenue generated. For example, we managed the H&RL 2005 Housing Contract Renewals Campaign and 2005-2006 Housing and Residence Life and Hospitality Services [recruitment] Brochure. As a result, 5,556 residents were housed fall 2004 and 5,028 were housed spring 2005. We also managed the 2005 Summer Sign-ups Campaign. As a result, 238 residents were housed in Summer I and 213 residents were housed in Summer II. The effectiveness of these campaigns could be evaluated even further. This is merely a surface example. This will close the loop on each project/campaign, will allow the department to evaluate its effectiveness, to use its assessment in planning and will provide a system for the department to document improvements based on assessments.

Implementation Plan:

In order for this department to meet the expectations demanded of it, the reclassifications need to be approved or we need to be able to manage fewer projects. We also require more student assistant support.