**Administrative Unit**

**Assessment Plan**

**The University of New Mexico**

**A. Unit and Date**

1. Unit (if relevant): UNM-Los Alamos

2. Department/Division: Communications and Marketing

3. Submission Date: 10-1-18

**B. Contact Person(s) for the Assessment Plan**

*[Insert each person’s name, title, e-mail address] Add rows to table as needed.*

|  |  |  |
| --- | --- | --- |
| First and Last Name | Title | UNM Email Address |
| 1. Nancy Coombs
 | Marketing Rep | nkcoombs@unm.edu |
|  |  |  |

**C. Mission Statement(s):**

To broaden awareness of UNM-Los Alamos and its activities to the surrounding communities and to promote on-campus activities to the campus community.

**D. Unit Goal(s), Outcomes & Assessment Matrix**

*Add rows to table as needed.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Broad Goals | Administrative Unit Outcomes | Univ. Goals/UNM Strategic Plan | When Assessed\*\* | Assessment Method(s)/Activity, unit, etc. if relevant | Direct/Indirect | \*Criteria to determine success |
| *Goal 1: Provide current information about UNM-LA* | *AUO 1.1: Produce 25 press releases annually promoting upcoming events or reviewing/profiling campus events/members of the community*  |  | *annually* | *Maintain spreadsheet tracking matrix* | *Direct* | *At least 90% produced* |
| *AUO 1.2: Maintain website with regular updates in cooperation with campus departments*  |  | *annually* | *Using Cascade server, review dates and number of changes* | *Direct* | *At least 20% of the pages are fresh within the last year* |
| *AUO 1.3: Produce promotional materials for various departments and purposes (including ordering/ purchasing branded materials for other employees)* |  | *annually* | *Maintain a list of documents produced.**Create a customer satisfaction survey* | *Direct* | *Produce all documents requested.**By Fall 2019 have survey created* |

*\*Briefly describe the* ***criteria for success*** *related to each direct or indirect means of assessment. What is the unit’s performance target (e.g., is an “acceptable or better” performance by 60% of students/clients/participants on a given measure acceptable to the unit)? If scoring rubrics and/or surveys are used to define qualitative criteria and measure performance, attach them to the plan as they are available.*

1. **Who**: Material goals will target students, faculty, staff, prospective students and parents, and other stakeholders in the community.

 2. **When will the outcomes be assessed? *When and in what forum will the results of the assessment be discussed*?**

Outcomes will be assessed annually. The outcomes will be discussed with the Marketing Committee and the Marketing Rep’s supervisor. This plan will be in effect for 5 years.

3. **What is the unit’s process to analyze/interpret assessment data and use results to improve and/or maximize**

**performance on the outcomes?**

*Briefly describe:*

1. *The Marketing Rep will gather assessment evidence.*

*2. The process for considering the implications of assessment/data for change:*

*a. to assessment mechanisms themselves:* Each year the marketing Rep will review data and determine if the assessment goals and tools are most relevant to the strategic goals prioritized for the institution.

*3. How, when, and to whom will recommendations be communicated?* Recommendations will be shared with the Marketing Committee and the Marketing Rep’s supervisor, along with proposed strategies for improvement.