

END OF YEAR REPORT FORMAT FOR ANNUAL ASSESSMENT 2015-2016

Unit Name	Public Information
Goal 1	Increase use of GSC website as source of information for current and prospective students and constituents
Strategic Initiative(s) (Choose from priorities 1-5)	<ol style="list-style-type: none"> 1. Access with Excellence Gordon State College will serve the educational needs of the region and the state by maintaining its mission as an access institution, while expanding to offer wider access to baccalaureate programs and assuring excellence in its offerings and service to its constituents. By maintaining access while expanding programs, Gordon State College will open the doors to a college education to a wider audience, resulting in a more educated Georgia. 2. A Diverse Academic Environment Gordon State College will advance the academic work of the College and the resources that support it. The synthesis of the intellectual, cultural and material resources of the campus community will support the development of effective habits of mind for all participants. The College will support the physical, technological and pedagogical resources needed to achieve this goal. This focuses resources and energies on the core educational mission of the College, and promotes the ongoing development of all of the College’s stakeholders through strategic allocation of resources. 3. Retention, Progression, and Graduation Gordon State College will increase retention (the number of students that are retained from one year to the next), graduates (the number of students who graduate from two-year and four-year programs), and the number of students who progress from Gordon State College to the next appropriate step (such as transfer to another college). By accomplishing these goals, the College will contribute to a more educated population, prepared to face the challenges and opportunities of the 21st century. 4. Community Partnerships and Engagement Gordon State College will support and enhance pathways for the exchange of knowledge and other resources with the community, including local, regional, state, and national entities. These community partnerships will strengthen both the College and the community by increasing the resources available to each, and build a mutual respect for the benefits each brings to the partnership.

	<p>5. Efficiency, Accountability, and Sustainability Gordon State College is committed to providing a welcoming atmosphere that attracts a diverse community and engages through academics and culture. In a dynamic economic atmosphere, Gordon State College must constantly strive to improve operational efficiencies, ensure a commitment to performance and accountability, and advance our financial resources sustainability, in order to achieve these goals.</p>
Time Frame	2015-2016
Objective	Keep website fresh, relevant
Measures	Increase traffic to website
Target (Desired Performance and Deadline)	25%
Data Collection (Who/Where/When)	Tamara Boatwright, Public Information Officer
Findings & Status	Fall: traffic to website shows 27.27 percent increase SPRING: Traffic up 15 percent
Discussion of Results and Action Plan	Traffic continues to increase. Will work with IT to keep homepage and landing page photos and content fresh and relevant.
Goal 2	Promote GSC as a first choice for secondary education through increased knowledge of programs, campus offerings, students success; Share good news with constituents, supporters, friends of GSC
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Time Frame	2015-2016
Objective	Increase presence in print, broadcast, other advertising/marketing mediums
Measures	increase in website traffic based on QR code response
Target (Desired Performance and Deadline)	25-30%

Data Collection (Who/Where/When)	Tamara Boatwright, Public Information Officer
Findings & Status	Fall goal not met because percentage was based on codes in ads -- we used fewer ads than anticipated due to budget restraints. SPRING: goal not met because emphasis was on billboards not print which contain QR codes
Discussion of Results and Action Plan	Will continue to consider use of QR code to drive traffic to website and interior pages when print budget allows
Goal 3	Use social media sites to connect with current/prospective students
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Time Frame	2015-2015
Objective	Keep Gordon relevant on social media
Measures	Google analytics; use of social media tracking service Meltwater
Target (Desired Performance and Deadline)	Increase by 25%
Data Collection (Who/Where/When)	Tamara Boatwright, Public Information Officer
Findings & Status	Fall: involvement on FB site has increased 23.4 percent SPRING: involvement on FB site has increased 37 percent
Discussion of Results and Action Plan	FB involvement has increased 27 percent. Will continue to keep posts topical, fresh

