

Assessment Plan – Administrative and Academic Support Unit Level

Department/Unit Office of Communications and Marketing

Date: October 2010

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Mission Statement:

To support the strategic plans and goals of the American University in Cairo through various communication vehicles, including publications, marketing/advertising, news and information, and cultural events. As an official voice of the university, the Office of Communications and Marketing helps articulate the vision of the president and board of trustees in ways that are clear, consistent and compelling and that promote the desired image.

Expected Outcomes: <i>Something the department or unit wants to achieve; desired end results for the organization or program, rather than actions. 3-5 ideal, maximum 10.</i>	Assessment Methods: <i>What factors, variables, or elements will you measure to gauge your success at reaching your expected outcome?</i>	Targets/Benchmarks: <i>For each of these indicators, what is the minimum result, target, benchmark, or value that will represent success at achieving this outcome?</i>	When Will Assessment Be Conducted and Reviewed? <i>How and when will you collect and analyze results?</i>	Use of Results: <i>How will you use results for planning, improvements, and decision making?</i>
The American University in Cairo will have increased visibility in U.S and Arab media.	<ul style="list-style-type: none"> • Increased presence of AUC in major media outlets. • New media outlets engaged with AUC • Increased presence/engagement with social media 	<ul style="list-style-type: none"> • Ten significant hits in major media in the U.S and the Arab region • Increased number of Facebook fans, Twitter followers, and YouTube viewers by 25 percent • Increase in visitors to AUC Web site (English and Arabic) by 20 percent 	Annually	To clarify messages for various audiences in the U.S and the Arab region; identify frequency of media hits that are required to generate interest in AUC and to enhance awareness of its educational, social, and cultural role.
The American University in Cairo will have a functional Web site with current and accurate information and clear navigation.	<ul style="list-style-type: none"> • % of AUC depts../offices with updated web pages • # of complaints on navigation • # of errors for search engine • Time to post updates • Google analytics 	<ul style="list-style-type: none"> • Sub sites will be required to update each semester • Reduction of complaints on navigation • Reduced errors for search engine • Updates will go live within 24 hours • Most visited pages are 	Quarterly	Results will be used for improving all aspects of the site – from content to navigation.

		located on AUC's home page.		
Alumni and development operations will be supported with effective communication strategies to increase alumni engagement and donations to the university.	<ul style="list-style-type: none"> • Increase in social media activity • Increase in alumni donations 	<ul style="list-style-type: none"> • Facebook and LinkedIn membership for alumni-focused pages increases by 25 percent • Donations increase consistent with IA goals 	Quarterly	Results will be used to generate community-specific activities to engage alumni in both real and virtual activities
The university community will be provided with effective and efficient support for conferences and cultural activities.	<ul style="list-style-type: none"> • Client feedback • User survey 	<ul style="list-style-type: none"> • Develop benchmark data from first survey (January 2011) • Increase satisfaction 10 percent annually 	Annually	Results will help improve service of both centers.