



Texas Southern University  
Assessment Plan 2010-2013

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Administrative Unit

Advancement: Communications

## Introduction

### **Texas Southern University's Mission**

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

*In order to achieve this mission, Texas Southern University provides:*

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

### **Texas Southern University's Vision**

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

#### ***Accreditation Standards***

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

*Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5<sup>th</sup> edition*

**Goal 1 Assessment Plan 2010-11 to 2012-13**

**1 Goal Description**

Goal 1:

Students and future students will be able to make informed decisions regarding the pursuit of educational goals through the strategic media placement of student successes, faculty accomplishments and research; thereby presenting to students and potential students the quality of instruction and innovative programming.

**2 SLO Student Learning Outcomes/Objectives**

Obj. 1.1

To remain as one of the top 3 higher education news-getters.

**3 Metric**

The number of statewide stories published compared to that of similar institutions.

**4 Target 2010-11**

To increase media placement by 7%. For the 2009-2010 year media placement was 13,314 media hits.

**5 Findings 2010-11**

The media placement was 23,413 for this period of time. An increase of more than 70%.

**6 Action Plan 2010-11**

- (1) Continue to utilize third party monitoring organizations to collect data for analysis.
- (2) Use collected data to develop a more comprehensive medium listing for additional strategic placement of Texas Southern news.
- (3) Continue to provide data about Texas Southern University successes, accomplishments and university programming.

**7 Target 2011-12**

To raise strategic targeted media placement by 8% or 14,379 media hits.

**8 Findings 2011-12**

The media placement was 23,299 for this period of time. An increase of more than 75%.

**9 Action Plan 2011-12**

Used collected data to develop a more comprehensive medium listing for additional strategic placement of Texas Southern news.

**10 Target 2012-13**

To raise strategic targeted media placement by 9%

**11 Findings 2012-13**

The media placement was 23,698 for this period of time. An increase of more than 78%.

**12 Action Plan 2012-13**

Continue to identify targeted groups by interest, education and community.

**13 Additional Reference Documents**

Quarterly Communications Outcomes Matrix and Annual Clipping Compilation

**Goal 2 Assessment Plan 2010-11 to 2012-13**

**1 Goal Description**

Goal 2:

To increase TSU's visibility among higher education news getters.

**2 SLO Student Learning Outcomes/Objectives**

Obj. 2.1

To publish faculty accomplishments in media outlets.

**3 Metric**

The number of TSU faculty that appear in media publications.

**4 Target 2010-11**

Target will be developed in 2011 -12, this is a baseline year count for faculty publications.

**5 Findings 2010-11**

TSU Faculty appeared in 299 national publications both in print and online mediums for at total of 299 posts.

**6 Action Plan 2010-11**

(1) Continue to develop the Expert Guide

(2) Continue to collect data to develop a more comprehensive medium listing for additional strategic placement of Texas Southern faculty news.

(3) Announce the successes, accomplishments and new university programs.

**7 Target 2011-12**

To raise strategic targeted media placement by 7%

**8 Findings 2011-12**

Raised media placement by 9/100.

**9 Action Plan 2011-12**

Added a total of 6 media outlets.

**10 Target 2012-13**

To raise strategic targeted media placement by 9%.

**11 Findings 2012-13**

TSU faculty appeared in 312 national publications in print and online mediums.

**12 Action Plan 2012-13**

To host a media roundtable with TSU leaders and divisional spokespersons.

**13 Additional Reference Documents**

The Faculty Expert Guide

List of publications with TSU faculty appearance:

Black Enterprise

Ebony

Jet

Essence

US News

El Dia

Journal for Higher Education Management

The Journal for Negro Educators

HBCU Digest

Chron.com

Diverse Issues in Higher Education

Inside Higher Education

Statesmen.com

Yahoo News

Afrique en Ligne  
 Daily Independent  
 All Africa.com  
 Reuters  
 Medical News Today  
 Market Watch

**Goal 3 Assessment Plan 2010-11 to 2012-13**

**1 Goal Description**

Goal 3

To share TSU news, accomplishments and achievements with TSU faculty and staff.

**2 SLO Student Learning Outcomes/Objectives**

Obj. 3.1

To reach 90% of TSU faculty to keep them informed about news and events occurring at the university.

**3 Metric**

Percentage of students, faculty and staff receiving TSU news, accomplishments and achievements.

**4 Target 2010-11**

Will increase the percentage of employees receiving TSU news emails by 5%.

**5 Findings 2010-11**

We have reached 90/100 or better of TSU faculty, staff and students.

**6 Action Plan 2010-11**

- (1) The master calendar will help all segments of the university plan more efficient programs.
- (2). Continue to identify key contacts in specific colleges/schools who can provide information for news stories
- (3) Identify interns who can write news

The Office of Communications will maintain and update a Master Calendar on a weekly basis which will keep all constituents apprised of important dates in the life of the institution.

**7 Target 2011-12**

Will increase the reach to campus employees by 7%.

**8 Findings 2011-12**

More than 97/100 TSU employees received the TSU Newsletter.

**9 Action Plan 2011-12**

Continue to push employers to "opt in" to receive news and information.

**10 Target 2012-13**

To raise our reach to the TSU community by reaching nearly 100% of employees.

**11 Findings 2012-13**

More than 97/100 of employees now receive news and updates.

**12 Action Plan 2012-13**

Added two additional forms of communication; Mgive and Facebook.

**13 Additional Reference Documents**

Master Calendar

Quarterly Communications Outcomes Matrix

Annual Clipping Compilation

Weekly Newsletter