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1.

What improvements have been planned/implemented:

Enhance internal communications by increasing access to information and usage of communications resources among faculty and staff.

2.

How did you decide that these improvements would benefit your unit or what weakness is the unit trying to improve:

Good internal communications is crucial to ACC's success. The college's Student Success Initiative "It Takes a College" Communications Workshop (with 145 college-wide attendees) revealed a need for a comprehensive internal communications plan to keep faculty and staff more well-informed, improve internal community engagement, and enhance emergency communications

3.

Measures: what measures are going to be used to determine if the improvements were successful.

- Staff and hours devoted to internal communications
- Surveys
- RSS feed participation rates
- Social media participation rates
- Click rates to the "Fac/Staff" webpage
- Click rates to the "Inside ACC" webpage

3a. Baseline data: the data used to determine improvements were needed

A spring 2011 survey of 427 faculty, staff and administrators found 85.3 percent thought overall communication at ACC was good or okay, 92 percent found the information was useful, and 87 percent felt it was timely. However, the survey also showed low social media participation rates and that more than 30 percent were unaware of or never used "Inside ACC," an information page dedicated to internal college news and updates.

- 65 percent never used RSS feeds
- 72 percent never used ACC social media channels
- 83 percent never watched Channel 19

3b. Target goals: the data that shows your improvements have achieved your goals

To increase the number of faculty, staff, and administrators who use communications resources often and find them useful.

- Devote one staffer (40 hours + per week) to internal communications
- Increase awareness of various tools by 50 percent

- Increase RSS feed participation rates (use often) to 20 percent
- Increase Social media participation rates (use often) to 35 percent
- Increase Click rates to "Inside ACC" (use often) to 30 percent
- Increase "good" rating of overall communications to greater than 50 percent
- Increase "good" rating of usefulness of information to greater than 50 percent
- Increase "good" rating of timeliness of information to greater than 50 percent

3c. Current data: where you are currently in reaching your target

Public Information and College Marketing (PICM) developed a comprehensive internal communication plan, implemented new processes and tools, and devoted a staff member to providing content. PICM is one year into the project (See 3a. "Baseline Data"). Target goals will be measured again in summer 2012, and spring 2013, and spring 2014. Systems will be reviewed and adjusted (if need be) annually to meet goals.

Narrative:

In 2010, the college had broad communications systems in place but the focus was on external audiences (aligning with the college's Master Plan goals at the time). Since, Public Information and College Marketing has worked to focus more on faculty, staff, and administrators. Understanding that when the internal community is "in the loop," they have the information needed to do their work well. They also become ambassadors and effective communicators to other stakeholders, especially students.

The department has developed the tools (Fac/Staff landing page, President's podcast, enhanced "Inside ACC," etc.) and increased the flow of timely information. The next step is to increase promotions to make sure internal audiences are aware of these resources.