

Student Life Marketing and Strategic Communications

Program Review Executive Summary

Program Review Details

Self-Study Standards: Council for the Advancement of Standards in Higher Education. (2019). CAS self-assessment guide for the CAS auxiliary standards

Virtual Site Visit Dates: Wednesday, September 18 – Friday, September 20, 2023

Action Plan Objectives:

Based on the program review external committee recommendations and self-study findings, the following themes and action steps were created as strategic priorities for SL Marketing and Strategic Communications over the next five years.

Planning and Prioritization

- Enhance ability of SL MarComm to prioritize projects.
- Create greater consistency in planning and execution of projects.
- Improve planning function of departments as related to departmental marketing and communications.
- Improve overall SL MarComm effectiveness and turnaround time while maintaining responsible fiscal stewardship.
- Assess how team time is spent in relation to unit priorities.

Improve Opportunities for Client Feedback

- Improve feedback, both to and from clients, to enhance operations.
- Elevate recognition and appreciation for outstanding staff work to encourage effort and professional development.
- Elevate team status as recognized experts on ADA compliance.

Operations

- Improve communications and efficiency by standardizing time frame and procedures for process changes.
- Facilitate most effective use of ClickUp project management system.

Purpose Statement

- Provide greater clarity of SL MarComm role as strategic partner.

Structure

- Ensure workflow would continue regardless of staff absences or changes.

Student Staff

- Better utilization of student employees to improve overall SL MarComm efficiency and effectiveness.

Brand Training

- Expand understanding of Ohio State brand standards to reduce errors and misunderstandings.

Reporting

- Provide clients with a greater understanding of SL MarComm's role and purpose.

Social Media

- Enhance relationships with unit social media account managers for support and strategic planning.

Last updated December 2023.