

# **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.*