2019-2020 Tactical/Operational Annual Assessment Report

Goal: Assess progress on key functions, tactics and operations of designated area/division/department focused on in 2019-2020 using clear data, analysis, interpretation and reporting of findings, and plans for next steps (continual improvement).

Outcome: Areas of operation will discuss 3-6 tactics or operations, total, from the 2019-20 year in an outcome-oriented format, supported by data, with actions steps for the next year.

INSTRUCTIONS*

Using the tables on the following pages:

1. Assess each Tactic/Operation with available evidence and discuss progress, achievements, and success made based on available evidence and date.

   a. **Progress and Successes** column should highlight significant progress made – discuss in outcome-related terms (What changed? How do you know?)

   b. **Analysis and Interpretation** should refer to the indicators of success chosen in your fall assessment plans. Discuss your progress in relation to those indicators, indicate whether the indicator itself was a good representation of success and what it might change to if not, and note any internal or external trends that may have affected progress on this indicator. Highlight any budget-related needs that have hindered or could further progress and sustain success.

2. Describe a basic action plan for continuous improvement related to your assessment work.

3. On the budget/resource allocation page, describe effects of the department or division budget on future tactics/operations planning.

4. On the last page, complete survey and note what assessment resources and training are most needed for next year.

* If other assessment documents are used for the "Progress Made" and "Action Planned" columns, note where the information is stored and include with this document.

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Profile Information		
Division	Office of Advancement	Assessment of <mark>**Tactical**</mark> or **Operational** Plan**? (circle one)**
Department	Communications & Marketing	**Division or Department Dean, Leader, Director, etc.** Chief Advancement Officer
Contributors to this report	Chief Advancement Officer and Marketing Technologist	
Mission statement and goals	*Mission statement*: The Office of Communications and Marketing provides strategic communication, branding, visual identity, and marketing services to help support UCC's mission and strategic goals. The Office works as a support entity for all College programs and departments—serving as the primary source for all internal and external communications. *Division/Department goals*:	

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SP Goal 1: Improve institutional climate, culture and efficiency				
Tactic or Operation *Outcome-focused format*	**Indicators of Success** *Planned metrics and targets*	**Progress and Successes** *Based on data and evidence*	**Analysis and Interpretation** *Based on documentation from progress and success – refer to your chosen indicators of success*	**Action Plan for 2020-2021** *Include major actions, indicators and related timelines based on this year's progress*
Improve UCC website	*Campus operations (academic and support) have compliant, quality, and up-to-date webpages; 100% of areas on campus have a streamlined webpage*	1. For the past year, we have used data reports from a Software as a Service (SaaS) called Siteimprove to measure overall website health, address accessibility challenges, improve SEO, and fix misspellings and broken links. 2. Additionally, ongoing progress has been made to create uniform webpages for the campus's overall operational areas.	1. Siteimprove was implemented to start working on our website on July 1; the first day of the FY. Data was collected weekly from the site. For the purposes of assessment, three reports (out of 52) were chosen to demonstrate progress. We started with a benchmark on June 16, 2019, so we would have comparison data. A report was pulled midway through the year on December 31, 2019, and then again on June 13, 2020. All three reports are included in the evidence/data folder. Broken links (aka "dead pages"), misspellings, and non-accessibility friendly pages affect website quality. According to the most recent report: 70% of the site's broken links have been repaired 78% of the site's misspellings have been corrected 100% of the site's documents have been converted to PDFs 2. 100% of all academic programs (83) have been deployed on the website. This goal was fully achieved (evidence in folder) 60% of the operational areas have completed webpages (9 out of 15). The completion goal of 100% was not achieved (evidence in folder).	1. The plan for 2020-2021 is to improve the website's Digital Certainty Index (DCI). Right now, the score shows the site's DCI is 79.8 (evidence in the folder). The goal is to consistently maintain an 85 or better. This will be achieved through increased web editor training that will include quality assurance, accessibility standards, and increased work on search engine optimization (SEO). 2. The remaining 40% of the campus's operational areas will have built-out webpages.