## Annual Assessment Results and Recommendations Report

<table>
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<tr>
<th>Overall summary of Division data results: Division VPs please state summary in terms of actions aimed at improving institutional effectiveness.</th>
<th>Implications for resources needed/budget allocations (Must be tied directly to data reported in Assessment Reports.).</th>
<th>Strategic Plan goal(s) supported (2013-2020).</th>
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</table>
| Overall data from various marketing and promotional efforts, ranging from student enrollment and faculty recruitment to facility rentals to ticket sales for performances indicates the University brand continues to grow in visibility and strength. Specific efforts to counter the marketing challenges of 2011 and 2012 have begun to demonstrate traction; undergraduate enrollment posted an increase for fall 2013; interest via open houses, campus visits, onsite information days, etc. has rebounded significantly and is far outpacing similar efforts at this time last year. University investment in marketing and communications remain significant and steady; more work and investment is needed to build awareness and interest in out-of-state audiences. More work needed to position Kean as a truly global institution; making better connections with China efforts and worldwide reach. Specific emphasis will be placed this year on online Search Engine Optimization (SEO) and Social Search Optimization (SSO) efforts. | • Overall funding levels should continue at current or greater levels in targeted regions to build on brand awareness and support recruitment efforts.  
• Marketing investments must continue in outliers including Staten Island, South Jersey, Philadelphia, Delaware and other parts of New York State and may require some enhancement via electronic marketing outlets.  
• Enhance integration of Kean USA and Wenzhou Kean recruitment efforts for Kean USA campus. No additional funding required.  
• Research demonstrates need for emphasis on SEO and SSO online efforts; new funding requested to support comprehensive, strategic SEO initiative with School of Global Business as pilot project (@$150,000) | • Goal 1—Locate Kean University as a focal point; top choice.  
• Goal 2—Attract and retain more first-time, full-time students  
• Goal 3—Retain and Further Attract World Class Faculty and Staff  
• Goal 6—Become a Globalized university  
• Goal 7—Establish sustainable revenue flow |
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<th>Summary of Program/Department needs based on data results.</th>
<th>Implications for resources needed/budget allocations priorities.</th>
<th>Strategic Plan goal(s) supported (2013-2020).</th>
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| University Relations targeted marketing efforts to reinforce positive brand awareness in feeder counties and regions, and increase brand awareness in new geographic areas, including Staten Island, Bergen County and parts of New York State, South Jersey and Philadelphia region to assist strategic goals related to admissions, enrollment and recruitment. Related data finds: increased participation in Open House and other programming from these regions; slight increase in enrollment from these regions; increase in brand awareness in these regions, but more work to be done on moving from “heard of Kean” to “know what Kean has to offer”; more targeted work needed with out-of-state audiences. | - Overall funding levels should continue at current or greater levels in targeted regions to build on brand awareness and support recruitment efforts.  
- Marketing investments must continue in outliers including Staten Island, South Jersey, Philadelphia, Delaware and other parts of New York State and may require some enhancement via electronic marketing outlets. Additional research underway; request may be identified midyear. | - Goal 1—Locate Kean University as a focal point; top choice.  
- Goal 2—Attract and retain more first-time, full-time students  
- Goal 3—Retain and Further Attract World Class Faculty and Staff  
- Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice  
- Goal 6—Become a Globalized university  
- Goal 7—Establish sustainable revenue flow |
| **B. Media & Publications** | **B. Media & Publications** |  |
| University Relations targeted marketing efforts to support strategic goal of increasing residential student population. Related data finds: housing enrollments for current academic year increased from previous year. | - Overall funding levels should continue at current or greater levels in targeted regions to build on brand awareness and support recruitment efforts.  
- Marketing investments must continue in outliers including Staten Island, South Jersey, Philadelphia, Delaware and other parts of New York State and may require some enhancement via electronic marketing outlets. Additional research underway; request may be identified midyear. |  |
### C. Video & Social Media Studio

University Relations also developed and launched targeted initiatives, many through social media, aimed at increasing current student satisfaction and campus interaction to assist efforts related to student retention. Related data showed increase in “likes”, friends, twitter followers, etc. More work needed to convert to more actionable data.

- **Goal 1** — Locate Kean University as a focal point; top choice.
- **Goal 2** — Attract and retain more first-time, full-time students
- **Goal 3** — Retain and Further Attract World Class Faculty and Staff
- **Goal 4** — Build further a campus environment that reflects our equity, inclusivity and social justice
- **Goal 6** — Become a Globalized university

### D. Center for History, Politics and Policy

University Relations developed and launched the Center for History, Politics and Policy website and support materials and coordinated efforts to increase public awareness of Kean experts. Data results for first year show strong coverage of center polling; nationally and internationally placed coverage of Kean experts (particularly our local papal expert); and increased awareness of Kean faculty expertise in certain disciplines.

- **Goal 1** — Locate Kean University as a focal point; top choice.
- **Goal 2** — Attract and retain more first-time, full-time students
- **Goal 3** — Retain and Further Attract World Class Faculty and Staff
- **Goal 4** — Build further a campus environment that reflects our equity, inclusivity and social justice
- **Goal 6** — Become a Globalized university

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**Research demonstrates need for emphasis on SEO and SSO online efforts; new funding requested to support comprehensive, strategic SEO initiative (@$150,000); web wide initiative including pilot with School of Global Business**

**Data demonstrates initial investment in website and center launch generated extension “free media” returns through polling, project and expert coverage. Current program investment is adequate.**
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| New programming launched; first year of assessment reporting. Successful growth in interest, quality and breadth of conferences and events. Establishing growth targets for one, three and five years. | Data establishes initial investments in staffing, marketing and scheduling software system adequate to support desired performance. | Goal 1—Locate Kean University as a focal point; top choice.  
Goal 4—Build further a campus environment that reflects our equity, inclusivity and social justice  
Goal 6—Become a Globalized university  
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