Assessment Activity Report

18-19 SA - Student Publications (Admin)

Intended Outcome: Shorthorn readership

Readership/usership of The Shorthorn will increase across distribution platforms.

Related Core Function: Strategic plan: Transform the Student Experience, Educate Beyond the Classroom, Ensure Student Success

Division priorities: Student Success, Career/Marketable Skills, Leadership & Service, Global Education/Engagement, Student Services

Action Steps: With Shorthorn editors, develop and implement content plans that deliver quality content to UTA readers:

• Using current readership data, clarify and emphasize unique identities, purpose and audience for each Shorthorn product.
• With editors and student leaders, establish a content plan that emphasizes broad coverage of UT Arlington within unique platforms.
• Regularly review content to ensure a variety of subject matter and style.
• Reorganize all student positions to better align with content and promotion goals.
• Provide instruction/training that emphasizes breaking news, timely “news-you-can-use” and life/entertainment events and advances.
• Using current readership data, identify or develop editorial products to fit reader needs/wants.
• Regularly assess and discuss readership/use of editorial products during staff meetings.
• Expand Community Voices program to include more nonstaff student perspectives.
• Revamp podcast news programming.
• Convene campus focus groups to determine what types of coverage and products readers need.
• Increase variety of advertisers in Shorthorn products.
• Create additional targeted enewsletter products; consider A/B testing for enewsletter material.

With Shorthorn student leaders, implement strategies that promote Shorthorn content and products:

• Revise social media strategies and newsroom practices to correlate with current usership data.
• Streamline and enhance engagement efforts to ensure content is reaching potential audiences.
• Develop and implement content promotion across all platforms; cross-promote Shorthorn content.
• Speak to student groups on campus about The Shorthorn’s value/provide media literacy training through Student Affairs and academic partners.
• Cultivate list of campus social media influencers and engage when appropriate.

Methodology and Criteria for Success

Readership data and reports prepared regularly will show the increase in terms of pageviews, social media followers, and e-newsletter reach.

Tools:
Google Analytics
Constant Contact analytics
Twitter insights
Facebook insights
Instagram users
The following goals are based on a year-over-year review of readership and usership data.

Success goal:
Pageviews: Pageviews for TheShorthorn.com will increase by at least 10 percent, to 1,540,000.
E-newsletter open rate: The e-newsletter’s average open rate will increase by 2 percent, to 42 percent of all subscribers.
Facebook: Facebook followers will increase by 10 percent, to 11,700 followers.
Twitter: Twitter followers will increase by 20 percent, to 9,600 followers.
Instagram: Instagram followers will increase by 30 percent, to 2,600.

Stretch goal:
Pageviews: Pageviews for TheShorthorn.com will increase by at least 20 percent, to 1,700,000.
E-newsletter open rate: The e-newsletter open rate will increase by 10 percent, to half of the current subscribers.
Facebook: Facebook followers will increase by 15 percent, to about 13,000 followers.
Twitter: Twitter followers will increase by 30 percent, to 10,400 followers.
Instagram: Instagram followers will double, to 4,000 users.

Intended Outcome: Digital advertising

Digital advertising revenue for The Shorthorn and its editorial products will increase.

Related Core Function: Strategic Plan: Strengthen collaboration with corporate and nonprofit sector; Infrastructure and resources; Educate Beyond the Classroom

Division priorities: Student Success, Career/Marketable Skills, Other: Financial stability/responsibility

Action Steps:
• Research and create targeted e-newsletter products that meet reader and advertiser needs.
• Expand and refine ShorthornHousing.com advertising options.
• Rework and promote Sponsored Content/Native Ads program.
• Create digital-only theme pages.
• Work with national partners to better promote national online ad options.
• Develop new ways to use social media advertising.
• Review and update all student training to prepare students to identify and design digital products and packages that can serve customer needs.
• Review and, where needed, create student positions to meet customer needs related to digital advertising.

Methodology and Criteria for Success

Biweekly reviews of advertising sales reports and profit-loss statements will give real-time status updates on our progress toward the goal.

The following goals are based on a year-over-year review of revenue data.

Success Goal:
Revenue reports will show The Shorthorn increased the percentage of digital advertising sold by 3 percent. (Active)

Responsible Person(s): Assistant Director of Advertising
Director of Student Publications

Timeline for Implementation: Implementation begins Aug. 1 and continues throughout the year.
Intended Outcome: Alumni outreach/development

Financial contributions to Student Publications will increase.

Related Core Function: Strategic Plan: Transform the Student Experience, Educate Beyond the Classroom, Infrastructure and Resources, Ensure Student Success

Division Priorities: Student Success, Career/Marketable Skills

Action Steps:
• Implement Centennial Celebration plan (approval expected Aug. 2) celebrating 100 years of The Shorthorn.
• Track all alumni giving, including in-kind donations of time and financial gifts.
• Implement alumni social media plan (tied to Centennial).
• Improve participation with MavGift among current students.
• Produce video testimonials by students who benefit from alumni giving.
• Hire student assistant to assist with Centennial events and alumni outreach.

Methodology and Criteria for Success

A comparison of donor reports will demonstrate an increase in giving this year over last fiscal year, as well as a total that reaches our goal.

Financial contributions to Student Publications will reach $15,000. (Active)

Responsible Person(s): Student Publications director

Timeline for Implementation: Early fall 2018 implementation, with action steps throughout the year based on approved Centennial plan.