

Communications Audit

February 2019

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SOUTH TEXAS COLLEGE

COMMUNICATIONS AUDIT REPORT

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EXECUTIVE SUMMARY

Purpose and Parameters of Research

Interact Communications studied promotional materials for South Texas College (STC) in December 2018 and January 2019. The purpose of this research was to examine the message, design, and consistency of the College's messaging to its various audiences, and to determine core efficacy and functionality.

Methodology

Data Gathering

Using information gathered from the STC website and other online sources, we categorized the strengths and weaknesses of the implementation of the College's marketing messages. At Interact's request, STC supplied digital samples of printed marketing materials, videos, and samples from various social media accounts. STC also provided background data on costs, distribution, target audiences, timing, and other factors affecting the use of these materials.

All of these samples were reviewed, then compared to each other and to the content on the STC website. Social media presence was also considered as we crafted our recommendations. Interact included a review of the College's Facebook page, Twitter account, YouTube channel, and Instagram account, which link directly from the STC website. Calculations in the report are based on 49 individual items (grouped together as 22 print material samples, 20 videos, 5 social media accounts, the college website, and a fact sheet subpage), all of which were considered equally important.

Rating System

The reviewer assigned ratings based on measured data and subjective value judgments based on experience with previous reviews, our research of best practices, and our overall industry knowledge and successes. The reviewer has conducted more than 28 of these communications audits for colleges across the nation.

Three unique concepts (quality, relevance, and effectiveness), known for their links to marketing/branding efficacy and functionality, were used to evaluate each piece of media for this project. Prior to evaluation, each concept was operationalized into a rating scale:

- a. Quality of media: Assessed on a 1-6 scale, where 1 = "very low quality" and 6 = "very high quality;"
- b. Relevance of style for intended audience: Assessed on a 1-6 scale, where 1 = "not relevant at all" and 6 = "very relevant;" and
- c. Effectiveness: Assessed on a 1-6 scale, where 1 = "very ineffective" and 6 = "very effective."

Quality of Media Ratings

For the materials that were reviewed, quality of media ratings were based on digital image resolution, sound clarity, or other elements that reflect the quality when viewed in their various media formats, subject to standards set by average content found on those formats. All items were reviewed in digital format. The category of printed materials was not rated for quality of media due to the lack of physical samples necessary to rate that aspect of quality.

Relevance of Style for Intended Audiences Ratings

Relevance of style for intended audience was rated by comparing such elements as visual composition, text vs. image balance, text density, interactivity, writing styles, and how these and other elements match the preferences of the intended audiences towards which the materials are targeted.

Effectiveness Ratings

Effectiveness was rated based on a combination of intended audience and purpose, timing and frequency of each issue, staff/production/distribution costs, and distribution methods, which are measurable through outcomes such as costs per impression and measured statistics such as social media followers/likes/views and other factors. Interact used the background data provided by STC when estimating the effectiveness rating of each item.

Overall Marketing/Branding Score

In addition to three individual ratings for each communication asset, we also computed an overall ratings score by combining the three ratings (quality + relevance + effectiveness) to form a “marketing/branding” score. The overall score provides an estimate of the marketing and branding potential for each asset. Assets with high levels of marketing and branding potential possess features and characteristics that make them ideal candidates to attract new students and to deliver cogent information to new and existing students. Appendix A lists each asset with its marketing/branding score.

General Results and Impressions

Overall Impressions

Overall, the review was quite positive, though we have identified some areas that we believe may be improved upon. The recommendations, as well as individual analysis of all materials submitted to us for review, follow in this report.

In general, the STC marketing materials and website are characterized by consistency of design. There exists some small variety of design styles between both lower- and higher-rated items, though that does not appear to be limiting the effectiveness of the efforts to engage with intended audiences.

The designs generally feature decent readability, with only a few having issues with variations in fonts, color balance, or contrast. Many items in the review, including printed materials and emails, tend to have friendly designs with attractive design elements. These materials are generally effective for marketing purposes for both younger and older audiences.

Quality of Media Ratings

Overall media quality rated **“SOMEWHAT HIGH”** (3.93 rating out of 6). The quality of materials rating may be held back slightly by the lack of physical materials provided to the reviewer.

The quality of media could not be rated for the printed materials, since we were only supplied with digital copies and not actual printed versions. Quality of media for social media accounts, videos, and the website were rated based on a combination of visual elements, such as image resolution, compositional balance, and audio quality. The images in most of the designs are attractive for various audiences. Most feature real students instead of stock photos or models, which is much more inviting for diverse prospective students.

The quality of the print media appears to be consistent between most of the materials reviewed, though it is problematic to rate the printed materials without actual physical samples. The design of the materials that we reviewed conveys a dedication on the part of STC marketing professionals to provide consistent messaging, despite the lack of an overall brand message between most of the materials.

Relevance of Style for Intended Audience Ratings

Relevance of style for intended audiences rated slightly higher, between **“RELEVANT”** and **“SOMEWHAT RELEVANT”** (4.41 rating out of 6). These ratings indicate that STC is working hard to maintain relevance and compete effectively with other institutions of higher learning.

Relevance ratings were strengthened by a general use of quality candid imagery, and styles that target their intended audiences effectively. The moderate amount of text in materials makes the information concise and easy to read.

For example, the relevance of STC’s dedicated social media account on Facebook rated **“VERY EFFECTIVE”** (6 rating out of 6) due to the College’s ability to utilize the platform well for its intended audiences. This outlet is used as a hub for informational posts and for engaging with students (both current and prospective) and the community in general, directly. Other social media outlets had equally impressive official STC presences (including LinkedIn, Instagram, Twitter, and YouTube) relevant to their intended audiences. This expands the overall College social media presence beyond just Facebook, which is becoming slightly less popular recently, especially with younger demographics.

Another example is the only low-ranked item in the review. The “STC Catalog” was rated **“LOW”** (2 rating out of 6) for relevance of style for intended audience. This item has almost no imagery and features a text-heavy style, which is not by itself either persuasive or emotionally engaging for its intended audiences. It is useful and informative, but its style is not relevant as a marketing material by itself.

Effectiveness Ratings

Overall, the items in the review rated between **“EFFECTIVE”** and **“SOMEWHAT EFFECTIVE”** (a **4.26** rating out of 6; note: ratings above **3.50** indicate more effective than ineffective). This impression is based on an average of all of the pieces in the review (more and less effective included), giving all items equal weight in determining the score. Some of these ratings were held back slightly by a lack of complete information provided in the rating sheets, as information such as distribution methods and number of impressions were not consistently provided for each of the items reviewed.

Recommendations

1) Make Materials More Engaging and Consistent With Branding

STC’s materials show consistencies with regard to design and content. Most materials contain modest amounts of text, with attention to consistency of design style overall. Many employ a welcoming tone that is inviting for both younger and older audiences, though the lack of a consistent brand message that resonates with audiences limits the memorability of each message. This renders the overall campaign not consistently persuasive, despite bold designs, friendly images, and messages of individual efforts. A brand must promote the image of professionalism that STC seeks to reveal about itself, while also being welcoming and continually engaging in successive communications. Ideally, it should also show more student and alumnus success stories, as some of your materials are now doing well (see “Alumni of the Week” and “Student Spotlight” sections of the website news subpage at <https://>

news.southtexascollege.edu). This requires a carefully calibrated balance between the attention-grabbing, the authentic, and the informational. A “just-the-facts” approach does not impact enrollment or awareness. Friendly designs which do not support one another with a consistent style or message are hit-or-miss. Emotional, authentic, and consistent messaging and design will impact STC in a much more positive way.

2) Increase Use of Videos and Testimonials from Students and Parents (and Alumni)

Promotional materials always benefit from greater use of images. Using photos and videos of real students will continue to make messaging more relatable to all audiences. Testimonials (in their own words) from those impacted directly by STC are more persuasive than the most carefully crafted informative message. For example, the college website currently has a “Students Say...” and “Parents Say...” section that is linked on the landing page under a promotion for the Dual Credit program. It features two quotes (one from a student and one from a parent) about their experiences with the program. These quotes would be much more powerful if the actual names of those quoted were used, or if there was a video of the person saying those words. You may wish to consider adding more interviews of students, parents of students, or even alumni that have gone on to work or attend other colleges after graduating from STC. This will help to show prospective students how the education that they receive at STC will help them find employment, or get a head start on further education.

3) Continue Using Concise Messaging

Stay vigilant in promoting use of the marketing resources on the website for everyone who writes text for promotional and informational materials, so they may emulate a concise style similar to posts on social media. This may assist writers in keeping content consistent with the branding and messaging efforts of the college. Continue to use the STC website to host detailed or fast-changing information, and include the URL with the abbreviated information and marketing language on the printed materials.

4) Use More Persuasive and Emotional Content

Concise statements should be combined with persuasive language more frequently. By using more emotion and personable language in the marketing materials and social media updates, you begin to reach people on a more empathetic level that matches with the mission of STC. If you offer more than just serious news updates and basic information, people are more likely to feel a personal connection with STC. You are already doing this with much of your marketing efforts, especially those on Facebook and other social media posts. By extending this treatment to as many other forms of content and promotional materials as possible, STC can maintain a consistent tone and “voice” that promotes dynamic engagement with target audiences.

5) Minimize Minor Website Issues and Increase Emotional Engagement and Concise Messaging

The STC website is generally much better than other community college websites we see. Its pages are mostly engaging to prospective students and other audiences, though it could be improved by focusing more on emotional engagement and concise messaging and reducing the vestigial amount of lists of text-based navigation and information lower on the landing page (and on subpages). Most important pages are relatively easy to find, with design elements consistent with the rest of the college website, though navigating the text-based links is cumbersome and not always intuitive for external audiences.

6) Use Emails and Social Media Posts as an Extension of Your Website

Email “blasts” and links embedded in social media websites may be a more effective method of marketing to prospective students if utilized to communicate with all members of the community. Emails should ideally be designed to be concise and emotionally engaging, with links for people to follow that guide them directly to the STC website for

more information. Thus, they should be considered extensions of the website, for marketing purposes. Care must be taken to match the content and design to the audience you are trying to contact. Email is still a powerful tool, but realize that emails are only effective for contacting people for whom STC has addresses, and email for some people is seen as a chore to sort through (think junk “snail mail”). Social media posts can engage people in a more indirect way, as people may see a post organically, without it being sent directly to them. All emails and social media posts must be succinct, friendly, and compelling so that they do not end up in recipients’ spam or trash folders.

7) Identify Real Students and Alumni, and Let Them Tell Their Stories

A number of existing promotional materials speak directly to prospective students, though they do not always appear to be in their own words. Materials that reflect the reality and diversity of real students and donors are relatable and powerful. This style is found in some of your videos and content on the website, but it should be expanded to more promotional and informational materials. For example, messages designed for alumni engagement should feature actual alumni talking about their experiences when transferring to other institutions to expand their education, or experiences in the workforce after graduating from STC. These messages should be promoted through LinkedIn and other direct messaging to target those messages more effectively.

8) Continue to Post Images, Videos, and Other Advertisements to a Variety of Social Media

STC is utilizing social media very effectively. By continuing to deliver marketing materials through images, video, and sound, STC will continue to create lasting impressions instead of blocky, text-based engagement. The effectiveness of images, videos, and sound are limited only by audience size. For example, the STC YouTube channel hosts a modest number of videos with large numbers of views. However, some of the videos have very few views, and the channel itself has less than one thousand subscribers. Since STC is relying on the YouTube channel to host their videos, this variety of activity indicates that the less-watched videos may not be as consistently linked from other social media sites as the ones with many more views. This somewhat limits the potential audience that is increasingly gravitating away from cable and toward online streaming services, such as YouTube, to get most of their video content.

9) Keep Up the Quality Level of Your Materials, and Minimize any On-Campus Quality Issues

One of the highlights of the marketing items that we reviewed was the consistently high level of quality of media that was present in a majority of the materials. This attention to detail reflects STC’s dedication to professionalism and a willingness to compete with other institutions that also invest in quality materials to impress prospective students. However, there is another issue that may hold back the effectiveness of quality materials. To maintain the professional image created by the marketing materials when prospective students come on campus, the campus must reflect this level of quality as well. One of the main issues with maintaining this image is a trend where some areas of campus display crudely-designed handmade signs to inform people on campus. This trend must be minimized as much as possible. Marketing professionals should assist with improvement of on-campus “unofficial” signage to help elevate all departments and divisions’ work with the brand, style, and message of STC when possible. Imagine people shopping for a new home that are attracted by a beautiful and professional-looking real estate listing, only to find that when they go to view the house, that a crude, hand-painted “for sale” sign is in the front lawn. That type of experience must be avoided, as people choose colleges based on their first impressions of quality and on the emotional connections that are created by visiting a campus for the first time.

COMMUNICATIONS AUDIT

Reviewed Items by Primary Format

Items that stood out as key examples of our findings are summarized below. Many of the items fall under multiple categories (such as videos that are displayed both on the web and social media), though we classify them within one category for subjective analysis. Therefore, they are organized by the format of the item that makes the most impressions. Key examples are those that scored among the highest and the lowest of the materials on our subjective rating system.

Email

No samples of emails were provided for review.

Emails, including newsletters and other informational messages, may be a cost-effective way of communicating with prospective students. Digital messages function in many of the same ways as traditional mailed information, though they are far more economical and flexible than traditional printed materials. Since they may contain links to the college website, social media, and videos, they may be especially powerful for time-sensitive messaging.

Print (Digital)

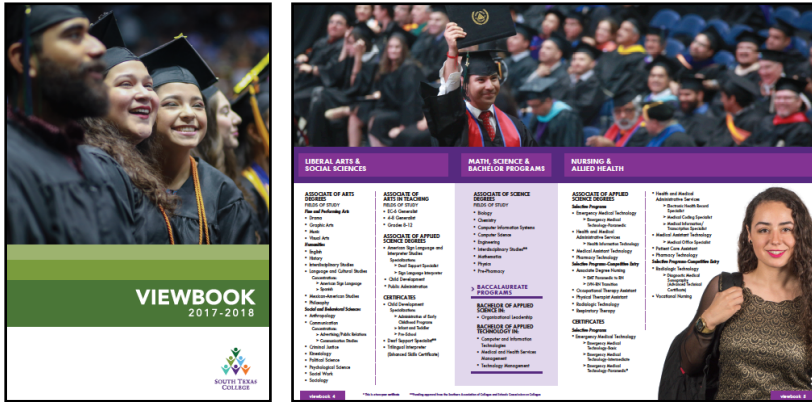
Digital samples of printed advertising made up the largest number of materials submitted for this review (22 items).

Most printed materials were reviewed as one category, which included brochures, advertisements, postcards, posters, flyers, booklets, cards, and catalogs. Information about intended audiences, costs, number of impressions, methods of distribution, and other important factors did influence the ratings of the materials, though they were estimated when not specified.

The print materials were not rated for quality of media due to the lack of physical items. Quality materials and printing make important messages noticeably more impactful and increase the professional image of the College.



"Staying Connected Special Edition" front cover, internal page spreads, and back cover pictured above



"Viewbook" front cover, and internal page spreads pictured above

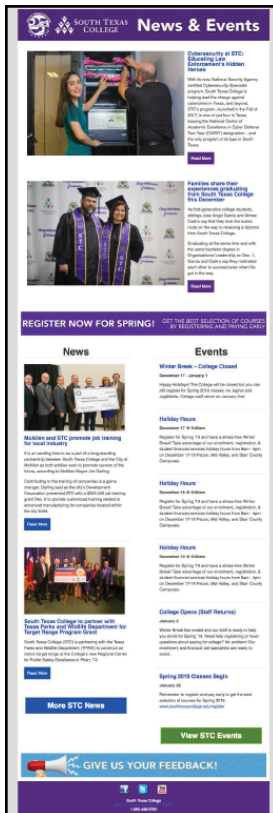
Relevance of style for intended audience ratings averaged **3.91** out of 6, on the **"SOMEWHAT RELEVANT"** side of our scale, above the 3.50 threshold. Image-heavy styles with limited use of verbose text tended to accent the bolder elements of these materials, improving their ability to consistently connect with their intended audiences.

For effectiveness, the printed items rated above **"SOMEWHAT EFFECTIVE,"** with an average score of **4.09** out of 6 on our rating scale. The ratings were held back slightly by a lack of complete information provided in the rating sheets, as information such as distribution methods and number of impressions were not consistently provided for each of the items reviewed.

Highest-Ranked Printed Marketing Items

The key printed items in the review (with the highest average ratings) are the "Staying Connected Special Edition" (pictured on previous page), the "Viewbook" (pictured above) and the "E-Newsletter" (pictured below). These were the most effective printed materials in the review, **rating a 5** out of 6 on relevance of style for intended audience and effectiveness on our scale, and are excellent examples of attractive

designs and persuasive messaging. The other most relevant materials (**rating 5 out of 6 on our scale**) included the "Event Fliers/E-Vites" (pictured below), the "Rack Cards (Academic Program - Emergency Med. Tech)" (pictured right), and the "Spadea Folded Frontpage Newspaper Wrap" (pictured on following page).



"E-Newsletter" pictured above



"Rack Cards (Academic Program - Emergency Med. Tech)"



front and back pictured above

The printing and materials in these higher-ranked items show a dedication to quality that stands up admirably to promotional materials from other colleges that we have seen in the past, our research of best practices, and our overall industry knowledge.



"Event Fliers/E-Vites" 3 samples pictured above



The Same Quality Education at a Fraction of the Cost

At South Texas College, we take pride in emphasizing the quality of our education along with our affordable tuition rates.

With the lowest tuition rates in The Valley, along with affordable payment options such as payment plans and grants, you can graduate with less debt.

A YEAR OF COLLEGE FEELINGS IN 10 WEEKS! ENROLL TODAY!

Institution	Tuition
South Texas College	\$2,000
Other Institutions	\$3,000 - \$10,000

*Source: www.southtexascollege.com

REGISTER NOW

The best courses are filling fast!

Benefits of attending STC

- Affordable Tuition
- Top Quality Instructors
- Flexible Scheduling
- Day, Evening, Weekend & Online Courses

Registration Alternatives


- MAGNET Online
- In Person
- Campus Enrollment Centers

FULL SERVICES WILL BE AVAILABLE

- Financial Aid
- Admissions
- Counseling
- Advising
- Cashiers
- Testing

* tuition payment options are available

South Texas College



Your Future is in the Making at South Texas College

CONVENIENT CAMPUS LOCATIONS

Locations in major Texas cities: Houston, Dallas, Fort Worth and San Antonio. We have a campus near you. We also have a wide variety of online classes so you don't have to leave the comfort of your couch.

OUTSTANDING SERVICES TO HELP YOU SUCCEED

There's a variety of student services available to assist you in your studies and during a South Texas College experience, including: admissions, financial aid, career support, scholarship and other areas of interest or concern.

SMALL CLASS SIZES

South Texas College has a 12:5 student-to-teacher ratio. Small class sizes ensure instructors can give you 100% of their time and about your success.

VARIETY OF PROGRAMS & COURSES

We have more than 125 degrees and certificates to teach you more. We offer after 4 graduation options that link your education with hands-on, world opportunities.

VIBRANT STUDENT LIFE

At South Texas College, college isn't just the classroom. We have a wide variety of student clubs and sports for life and often specifically customized to your interests. Student Government is strong within South Texas College, allowing students to bring their voices to the campus.

FALL CLASSES START

AUG 27

1. APPLY FOR FINANCIAL AID

applyforfinancialaid.southtexascollege.edu/financial

Complete a financial aid application so there's nothing the type of aid offered at campus or online. With financial aid applications, you can use financial aid to support your college costs as a whole.

2. APPLY

southtexascollege.edu

Online application to complete the Texas Common Application. Complete online application and submit to admissions office. You should receive an email extra days for how application to process before registering.

3. COMPLETE APPLICATIONS TESTS BEFORE REGISTERING

southtexascollege.edu/testing

All new students must complete entrance tests to be accurately placed in college-level courses. Visit the Student Assessment Center at campus or online for details on placement tests, testing centers, scheduling and prep.

4. GET ADVISED

southtexascollege.edu/advising

Advise you with help from registrars, degree plan advisors and become a successful student. Visit southtexascollege.edu/advising or online to see your schedule and receive your degree plan.

5. REGISTER THROUGHOUT THE 11TH DAY OF CLASS

register.southtexascollege.edu

Online registration and payment are easy with helpful links to learn, browse available classes and explore sections and attributes. register.southtexascollege.edu is available 24/7.

6. ATTEND ORIENTATION

southtexascollege.edu

One orientation event is scheduled at each First Year Center. Orientation and payment are easy at South Texas College. Sign up for a upcoming event online.

7. PAY TUITION

southtexascollege.edu/billsandpayments

Not paying for classes can hold you back. Learn more about payments, disbursements, student plans and loans on southtexascollege.edu/billsandpayments.

8. ORDER BOOKS


southtexascollege.edu

Visit the bookstore at campus and pre-order your books online. Visit southtexascollege.edu for more information.

9. EXPLORE CAMPUS ANYTIME

southtexascollege.edu

Check out our students in the context and meet people through intentional groups, activities, cultural events, internships, volunteerism, leadership and leadership opportunities.



Build a Future in the Valley's In-Demand Careers


- Diesel Tech
- Firefighter
- Pharmacy Tech
- Nurse
- Forensic Scientist
- Paralegal
- Chef
- Police Officer

Extended hours available at the Pecan, Mid-Valley and Starr campuses.

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Any University**

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transfer to one of over 1200 universities.



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UT Austin
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Texas A&M
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Broiler University
Texas State University

IT'S NOT TOO LATE TO REGISTER!

SouthTexasCollege.edu

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400 N. Border, Wrenn, TX
956-642-6600

NURSING & ALLIED HEALTH CAMPUS

1101 E. Tennessee, Midland, TX
956-822-1300

PECAN CAMPUS

3207 W. Pecan Blvd., Midland, TX
956-822-8311

STARR COUNTY CAMPUS


142 FM 31-17, Rio Grande City, TX
956-828-9191

TECHNOLOGY CAMPUS

3700 W. Military Hwy., Midland, TX
956-872-5100

SOUTH TEXAS COLLEGE ONLINE

www.SouthTexasCollege.edu/online
956-822-2598



**SOUTH TEXAS
COLLEGE**


"Spadea Folded Frontpage Newspaper Wrap" 4 samples pictured above

The “Staying Connected Special Edition” and the “Viewbook” are the best examples of materials relevant in style that bear a professional look that is appropriate for the sensibilities of the target audiences. Writing styles tend to be concise, making them easy to read. These materials best show how quality media may be combined with compelling messages and images to promote the events that drive the mission of the College while keeping the professional image of the College in mind.

Lowest-Ranked Printed Marketing Items

Only one of the print materials in the review (out of 22 items) ranked

“SOMEWHAT INEFFECTIVE” (rating 3 out of 6) while the others all rated **“SOMEWHAT EFFECTIVE”** (average rating 4.4 out of 6) or higher on our scale. The “Programs of Study Flier” (pictured right) appears to be designed as a simple list without any marketing message. This item received a low effectiveness rating because the item has limited value as a marketing tool. It does not appear to have a delivery method other than by hand, and it gives very little information about the individual degrees. The design also makes it difficult to read even when magnified



**SOUTH TEXAS
COLLEGE**


2017-2018 Catalog

CATALOG 2017-2018 • Vol. 21, No. 1 • Effective September 1, 2017
Relating to South Texas College
PO BOX 5000, HARLES, TX 78049-0000 • (956) 633-6100

While the Institute was prepared at the time of the last information available at the time, South Texas College reserves the right to change any information, including tuition and fees, course offerings and admissions requirements without notice or obligation to having with students approved by the Board of Trustees of South Texas College.

This catalog is a general informational publication and does not constitute a contract, express or implied between any applicant, student or faculty member and South Texas College. The College reserves the right to withdraw courses at any time to change fees and tuition, schedule, curriculum, degree requirements, admission procedures, and any other item necessary to fulfill academic changes and to ensure compliance with state and federal laws. The College administration and will apply to both prospective students and those already enrolled.

"STC Catalog (printed)" pictured above



**SOUTH TEXAS
COLLEGE**

PROGRAMS OF STUDY

2018-19

For the 2018-2019 academic year South Texas College has 122 degrees and certificates available to its students.
 4 Baccalaureate degrees, one Associate of Arts Degree in 19 fields of study, one Associate of Arts in Teaching in 5 fields of study,
 one Associate of Science Degree in 6 fields of study, 30 Associate of Applied Science Degrees, and 17 Certificates.

BUSINESS, PUBLIC SERVICE, & TECHNOLOGY

ASSOCIATE OF ARTS DEGREE

ASSOCIATE OF BUSINESS ADMINISTRATION
 Accounting
 Management
 Marketing
 Public Administration
 Public Safety

ASSOCIATE OF SCIENCE DEGREE
 Computer Science
 Information Systems
 Management Information Systems
 Software Development

ASSOCIATE OF ARTS DEGREE
 Business Administration
 Business Management
 Business Technology
 Computer Science
 Information Systems
 Management Information Systems
 Marketing
 Software Development

ASSOCIATE OF SCIENCE DEGREE
 Business Administration
 Business Management
 Business Technology
 Computer Science
 Information Systems
 Management Information Systems
 Marketing
 Software Development

ASSOCIATE OF ARTS DEGREE
 Business Administration
 Business Management
 Business Technology
 Computer Science
 Information Systems
 Management Information Systems
 Marketing
 Software Development

ASSOCIATE OF SCIENCE DEGREE
 Business Administration
 Business Management
 Business Technology
 Computer Science
 Information Systems
 Management Information Systems
 Marketing
 Software Development

LIBERAL ARTS & SOCIAL SCIENCES

ASSOCIATE OF ARTS DEGREE

ASSOCIATE OF SCIENCE DEGREE
 Biology
 Chemistry
 Earth Science
 Health Science
 Mathematics
 Physics
 Social Science
 Statistics

ASSOCIATE OF ARTS DEGREE
 Biology
 Chemistry
 Earth Science
 Health Science
 Mathematics
 Physics
 Social Science
 Statistics

ASSOCIATE OF SCIENCE DEGREE
 Biology
 Chemistry
 Earth Science
 Health Science
 Mathematics
 Physics
 Social Science
 Statistics

MATH, SCIENCE & BACHELOR PROGRAMS

ASSOCIATE OF SCIENCE DEGREE

BACCALAUREATE DEGREE
 Bachelor of Science in Business Administration
 Bachelor of Science in Computer Science
 Bachelor of Science in Information Systems
 Bachelor of Science in Management Information Systems
 Bachelor of Science in Marketing
 Bachelor of Science in Software Development

NURSING & ALLIED HEALTH

ASSOCIATE OF APPLIED SCIENCE DEGREE

ASSOCIATE OF APPLIED SCIENCE DEGREE
 Nursing
 Allied Health
 Health Science
 Health Services
 Health Technology
 Health Administration
 Health Management
 Health Information Systems
 Health Services Administration
 Health Services Management
 Health Services Technology
 Health Services Administration
 Health Services Management
 Health Services Technology

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SouthTexasCollege.edu

This catalog is subject to change without notice. The information in this catalog is for informational purposes only. It is not a contract. The actual program of study is subject to change without notice. The actual program of study is subject to change without notice.

"Programs of Study Flier" pictured above

Only one of the print materials in the review ranked “**NOT RELEVANT**” (rating 2 out of 6), while four others rated “**SOMEWHAT NOT RELEVANT**” (rating 3 out of 6) of style for intended audience. The others all rated “**SOMEWHAT**

RELEVANT” (average rating 4.31 out of 6) or higher on our scale. The “STC Catalog (printed)” (pictured previous page lower left) is a dry, colorless, 331-page document with few marketing messages other than the message from the President. This item received a low relevance rating because the design is not geared toward external audiences (being simply informational, as opposed to passionate and persuasive) and does not have a consistency with the more effective materials put out by the College.

These few items are examples of designs that could be redesigned relatively easily to do more to attract new prospective students and others to the college. The designs are generally uninspiring, and are only informative for a limited group of people who do not like to or are unable to look at the information on the website. By using language and imagery that is designed to help people feel welcome, simple informational pieces could be much more effective at projecting the College brand.

Printed Materials Recommendations

Printed materials could be made more effective by updating the older designs to focus on economy of information, consistency of style, and emotionally powerful branding. The design elements currently in use in most items tend to convey a consistent aesthetic, and should continue to be designed with an eye toward diverse audiences to be shared with the community. Distribution and display of printed materials, both off-campus and online, is key to casting a wider net for new people to participate in the College’s efforts, especially when there are other competing institutions of higher learning, private and for-profit colleges, and online colleges and universities already expanding their image to the community. When possible, printed materials should include marketing language and an attractive design with solid branding, and be distributed by multiple delivery systems (such as by traditional mail, email, on the STC website, or attached to newsletters). Also, items like the “STC Catalog” (that function as more of a necessary informational piece than a marketing effort) may be made much more effective as marketing pieces by including elements such as an attractive cover. The repetitive nature of the inner pages could be made less tedious by adding photos or graphic elements, even if they are just black and white. Attention to visual design will make them more appealing and thereby more effective at promoting STC.

Digital Ads

No samples of digital advertisements were provided for review.

Digital advertisements may be an effective way of increasing brand awareness while garnering some immediate responses from prospective students. Digital platforms, especially those that target specific user archetypes, are relatively cost-effective ways to spread general awareness and time-sensitive information, despite their limitations.

Texts

No samples of text messages were submitted for this review.

Texting, as a method of marketing communication, allows for more direct engagement than email or social media, but care should be taken not to overuse this somewhat intrusive medium. Most users will “opt-out” (if given a choice) unless they are getting something out of it (such as coupons or discounts on services). Texting may be powerful for immediate response, but may feel intrusive if not used sparingly.

Promotional Items

No samples of promotional items were provided for review.

Physical objects, especially those of high quality or utility, may create strong feelings of connection with prospective students. This well-documented method of promotion (putting objects into prospective buyers' hands) is used to sell everything from pencils to cars. It can also be used to create a stronger impression on prospective students, because they do "shop" for an education in a very similar way to people who are considering other major purchases in their lives. If more of these items were made available bearing the style of STC (instead of a generic look), it would help support the effectiveness of the College brand.

Radio

No samples of radio advertisements were submitted for review.

Radio is one of the few forms of "traditional media" that continues to be somewhat more relevant than others when reaching the general community. It may be worth considering when attempting to reach a wider audience.

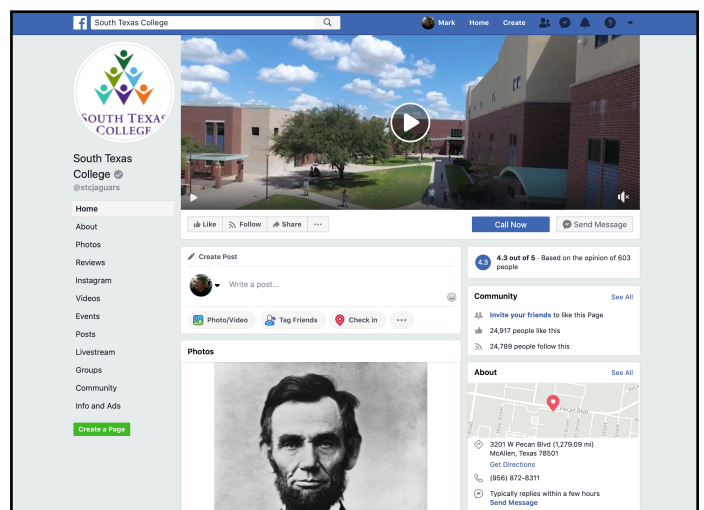
Social Media

STC's overall social media presence is impressive. STC links its accounts on Facebook, Twitter, Instagram, and YouTube on its website via an icon on the footer of the landing page. These four accounts, plus LinkedIn, were considered the main accounts for the purposes of this review. The average rating of these five accounts was **"SOMEWHAT HIGH"** (average rating 4.4 out of 6) for quality of media, **"RELEVANT"** (average rating 5.0 out of 6) for style for intended audience, and **"EFFECTIVE"** (average rating 5.4 out of 6). These are impressive ratings, and STC should be proud of their current efforts in promoting themselves through social media.

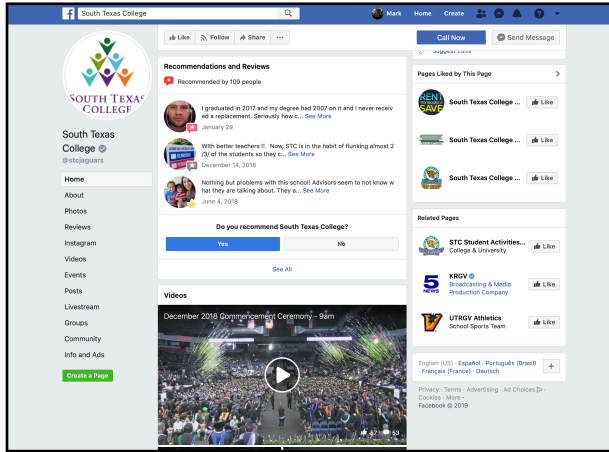
STC appears to be diversified between Facebook, Twitter, and LinkedIn accounts for cross-posting of informational messages, while also making most posts visually appealing. On Instagram and YouTube (the more visual-based platforms), STC showed a modest number of images and videos that appear to be popular. This wide focus on extensive use of social media indicates that STC is taking advantage of opportunities in leveraging social media outlets to enhance its public image effectively to a wider audience.

Facebook

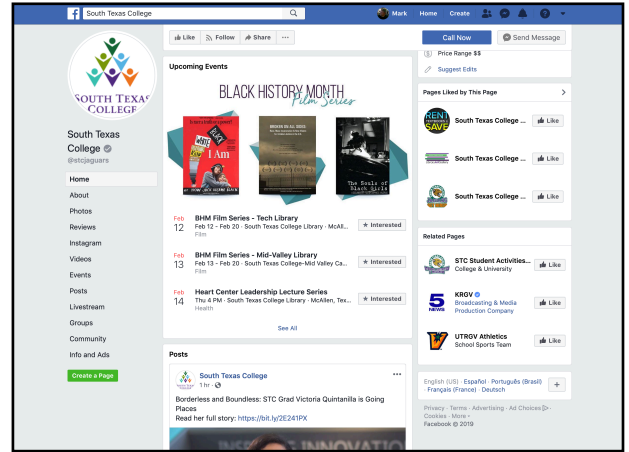
The STC Facebook account (pictured right and on following page) ranked an average rating of **5.33** out of 6. It was ranked as **"VERY EFFECTIVE"** (rating 6 out of 6) due to the



"STC Facebook Account" top of landing page pictured above



"STC Facebook Account" Recommendations/ Reviews, Videos scrolled down page pictured above



"STC Facebook Account" Upcoming Events and Posts scrolled down page pictured above

measurable activity and engagement on the account. For example, the account has almost 25,000 people following and liking the page, and it also has over 600 people rating the account an average of 4.3 out of 5.

STC has a large number of posts, images, and videos on Facebook, and the general quality of individual posts is high. Relevance of style for intended audience was rated **"RELEVANT"** (rating 5 out of 6) due to the combination of motivational and concise messaging combined with attractive imagery and videos.

It should be noted that younger (age 18 to 24) prospective students are not as engaged with Facebook as they are with other social media sites. Our extensive research on generational media preferences (see Interact's "Media Prefs" research program) shows that older people are much more likely to see posts, pages, and advertisements on Facebook than younger, traditional-aged college students. Thus, this platform tends to be most effective in targeting non-traditional students. Newer, "cooler" social media platforms (in other words, the ones that parents haven't started using yet) may be more effective in reaching younger prospects.

Twitter

STC's Twitter account (pictured right) ranked an average rating of **5.33** out of 6. It was ranked

as **"VERY EFFECTIVE"** (rating 6 out of 6) due to the measurable activity and engagement on the account. The ratings reflect the same strengths as STC's Facebook account, despite the relatively lower but still impressively high number of followers and likes (especially for a community college).



"STC Twitter Account" top of landing page pictured above

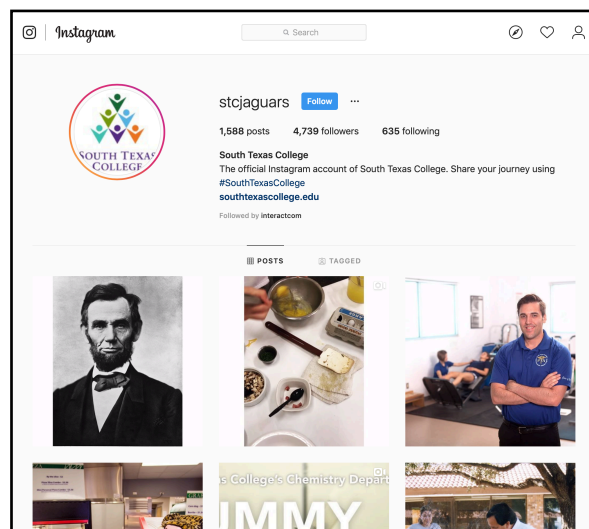
Twitter remains a high-traffic social media platform, though its popularity has declined slightly in the past few years. Twitter should still be considered as one of the main avenues for engaging younger students, as well as members of the community that you would not reach through other forms of communication. Many other institutions of higher learning employ Twitter as a method of formal and informal communication. The more effective ones use it as a primary point of contact, through direct messaging, rather than just a delivery system for information. The relatively

high amount of activity (judged by the volume and date of Tweets on the website) shows that STC is actively engaged in posting, and the number of followers and likes indicate that the account is actively being utilized.

While STC's Twitter account boasts only about one-fifth of the followers of its Facebook account, keep in mind when planning social media campaigns that Facebook is beginning to cater to an older demographic. Twitter is a much more powerful tool for connecting with traditional-age prospects, though it is more effective when not used solely as a delivery system for "official messages" from the college.

Instagram

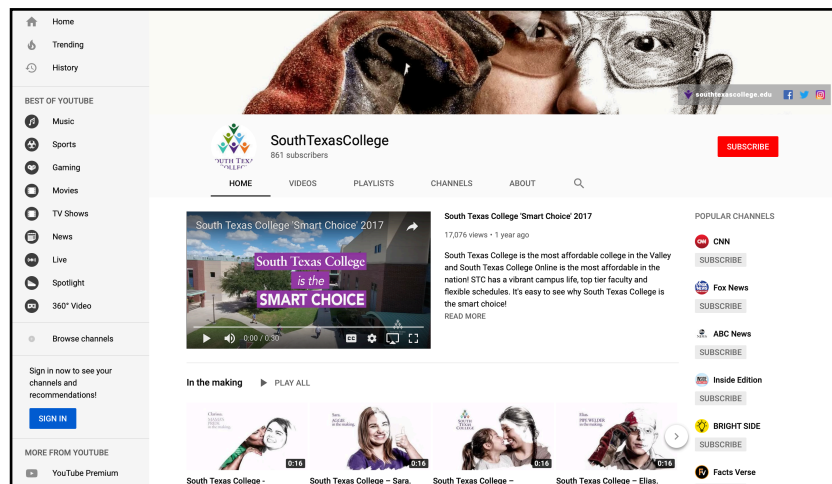
STC's Instagram presence (pictured right) was rated lower than their other social media accounts, but it still ranked as **"SOMEWHAT EFFECTIVE"** (rating 4 out of 6) overall. Despite being rated as **"SOMEWHAT LOW"** (rating 3 out of 6) for quality of media, it was rated as **"RELEVANT"** (rating 5 out of 6) in style for its intended audience, since users of Instagram expect a large amount of candid, unpolished content as part of the experience.



"STC Instagram Account" top of landing page pictured above

It was difficult to search for the account without utilizing the link of the college website, as "South Texas College" brings up 17 different results related to STC. There are many images, and almost all of them are candid, unfiltered looks at the college that may have been posted by those in the College, though some lack the content and context of the College's mission. The effectiveness of Instagram accounts is measured by relative numbers of followers, likes, and comments on individual posts, and the account shows a large amount of followers, but currently possesses a relatively low amount of posts. Instagram reaches an impressive number of younger people, so if it is utilized to promote the diversity of experiences at STC more effectively, it will continue to improve as a powerful marketing tool.

YouTube



"STC YouTube Channel" top of landing page pictured above

STC's YouTube presence (pictured left) rated **"SOMEWHAT HIGH"** (rating 4 out of 6) for quality of media, **"RELEVANT"** (rating 5 out of 6) for its intended audience, and **"EFFECTIVE"** (rating 5 out of 6) overall. The college channel has a large collection of videos. Some are informational, some event-based, and some promotional. The videos vary in quality and relevance for their intended audiences.

Overall, the videos that the College links on their website page appear to be trying to work with broader college marketing efforts on this popular social media platform. The moderate to high view counts on several of them indicate that they are having an impact as they are being watched. The number of subscribers to the channel does not appear to be high when compared to other

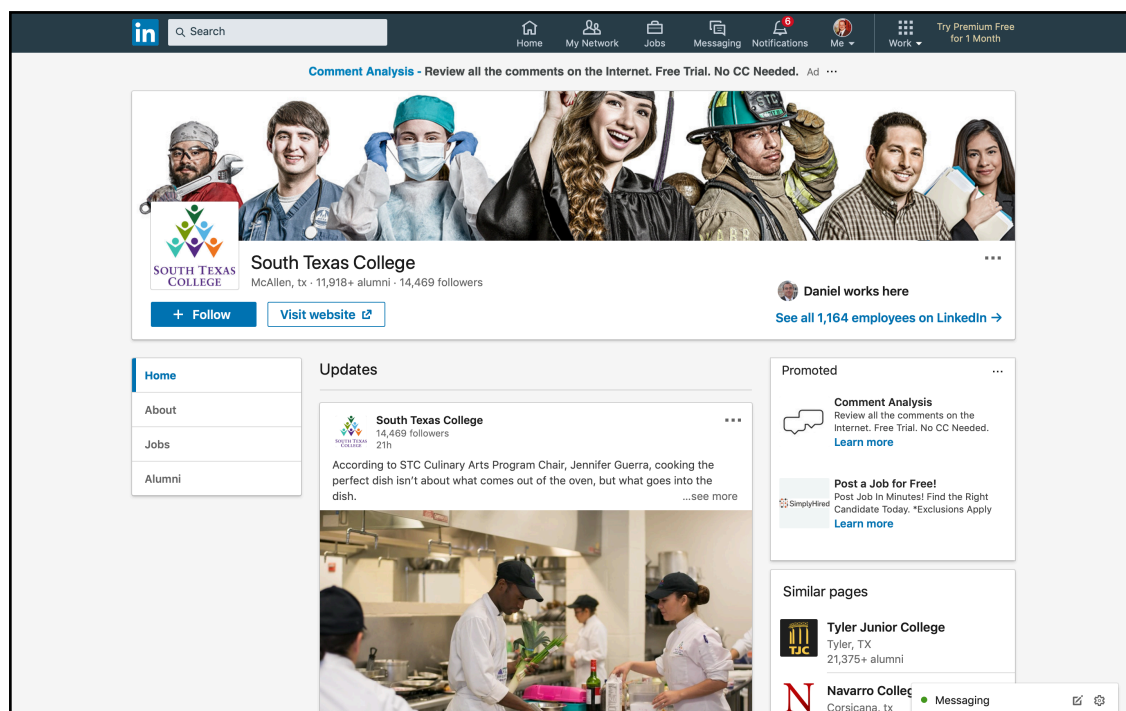
social media accounts, though it is high when compared to other higher education YouTube channels. The videos that have been viewed frequently suggest that their reach is most likely due to cross-posting on other social media accounts, and therefore the channel has a greater reach than the number of subscribers suggests.

As YouTube is very popular with many audiences (especially younger audiences), it should not be overlooked as a marketing tool. We recommend that more videos featuring people talking candidly about their experiences with the College be added to the overall marketing plan. These videos should continue to be promoted through various social media, mobile, and internet-based advertising, thus keeping their overall reach and effectiveness high.

One of the main issues that affects many institutions (on YouTube and beyond) is confusion with other accounts during searches for the college name. STC does not appear to suffer significantly in this regard.

LinkedIn

LinkedIn (pictured below) is a social media site with a unique reach. It is used by most people for professional business connections as opposed to direct marketing to prospective students. Alumni and people interested in employment at STC are much more likely to see content on LinkedIn than current or prospective students. This focus normally restrains the effectiveness of LinkedIn accounts for attracting new students, though STC manages to utilize it effectively by cross-posting from its other social media sites. The almost 15,000 followers, almost 12,000 alumni, and over 1,000 employees connected to the page make this social media much more powerful. It was ranked as **“VERY EFFECTIVE”** (rating 6 out of 6) due to the measurable activity and engagement on the account, especially with the large number of connected alumni and employees that may be engaged through the use of this account.



"STC LinkedIn Account" top of landing page pictured above

LinkedIn should not be prioritized as highly as other social media when attempting to attract prospective students, especially when there are so many other social media options that are more effective. LinkedIn is much better suited for establishing and maintaining connections with the business community and alumni. For example, messages designed for alumni engagement should feature actual alumni talking about their experiences when transferring to other institutions to expand their education, or experiences in the workforce after graduating from STC. These messages should be promoted through LinkedIn and other direct messaging to target them more effectively.

Other Social Media Recommendations

One of the key challenging elements of the review, with respect to use of social media in general, is the underuse of emerging platforms that are more popular with younger audiences. It is important to pay attention to the quality of image and video posts on Flickr, Tumblr, and other sites that are more visually engaging and have more candid, user-created content. This is especially true for reaching the post-millennial generation (born in 2000 and later), that is just now entering the traditional college student age range.

STC features prominently on a variety of Facebook content posted directly by college faculty and staff. However, searches on other sites like Instagram, Twitter, YouTube, and Flickr turn up a number of college-related images and videos that may not have originated directly from those representing the College or the College's marketing efforts. Some of these are flattering, some are not. Without a monitored presence on multiple social media outlets, impressions of STC and its image may be left to the whims of others. Total control of an overall message on every site may not be feasible, but efforts to guide the narrative and promote the brand on these sites may be effective in placing positive messaging where prospective students and donors are looking.

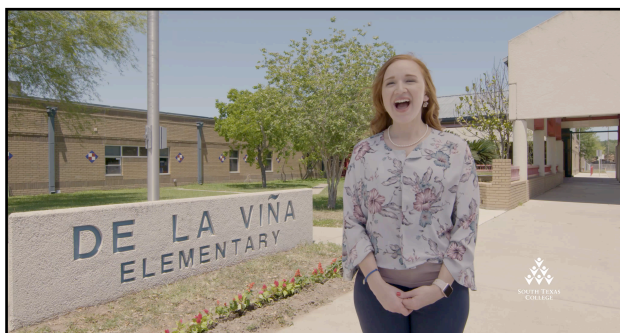
Also, if you are not currently considering expanding to game platforms (like Xbox One or PlayStation 4) or through streaming video services (such as Hulu or Amazon Prime), these may be worthy of consideration for future marketing efforts. New methods of reaching traditional audiences (which are trending towards using visual engagement and advertising through online connectivity of entertainment) must be considered in overall marketing plans as technology and entertainment preferences evolve.

A key takeaway is that social media is definitely a useful tool for marketing. But it is not just about posting current events and application deadlines. It is about making personal connections and engaging in public dialogue with people. Social media can be a powerful (and inexpensive) tool for engaging people in emotional discussions and logical dialogues, which will create a more personal connection and, in turn, attract people resistant to traditional messaging.

Video

Digital samples of videos (pictured below) made up the second largest number of materials submitted for this review (20 items).

The videos on average rated **"SOMEWHAT HIGH"** (average rating 3.85 out of 6) for quality of media. Quality in production of video is important when messages reflect the professional image of STC, especially when compared to its competitors. While the production value of the videos is consistent between most of the videos reviewed, some repeated effects, transitions, and compositional elements of the videos were distracting from the marketing messages



"Amanda-Eng-Fall-Aug 27" video pictured above



"Angela.Spanish.30 Sec" video pictured above

in the script. For example, the use of handheld, slightly unstable camera shots, sliding perspectives, and asymmetrical compositions tended to create a feeling of being kept at a distance in the viewer. We recommend more close-framed and intimate shots be integrated into the videos, especially when important points are being made by the primary subject of the video. Also, other distractions such as sudden transitions, lens flares, distracting reflections in background objects, and shifts from outdoor to indoor settings were noticed that seemed to be unnecessary and avoidable.

Only 3 out of the 20 videos were rated **“SOMEWHAT LOW”** for quality; the “Architectural Engineering and Design Technology (AEDT) Program at South Texas College” video, the “2016 South Texas College Graduation Highlights Video,” and the “Bachelor Graduates” video. These slightly lower ratings were partially due to the more candid nature of the production of these videos, as they did not feel up to the same quality standards of production as the other 17 videos that were more polished.

Relevance of style for intended audience ratings averaged **4.90** out of 6, on the **“RELEVANT”** side of our scale. The consistency in production quality and honest, emotional content in most of these videos make them well-designed for their intended audiences. The ratings were only held back by somewhat overly polished and scripted dialogue, which tends to feel less authentic and believable to prospective students than messages that come directly from real students in their own words. As many people tend to be somewhat biased against scripted advertisements (whether consciously or subconsciously), we would recommend a more authentic narrative that is either unscripted or just less scripted, and therefore more emotionally engaging and persuasive.

For effectiveness, the videos rated above **“EFFECTIVE,”** with an average score of **4.75** out of 6. The ratings were based mainly on cross-checking viewing information available on YouTube about how often the videos were viewed online, as complete information about release of these videos on broadcast television, paid online advertisements, non-paid online social media posts, the STC website, and STC events or presentations with live audiences were not provided in the data.

STC should be proud of the effort that they have been putting into production of quality videos, and they should continue to work towards improving their overall efforts.

Website

The STC website is the primary repository for all information about the College. In its current format, it is effective in marketing the College, as it is primarily focused on external audiences. The landing page design stresses a combination of information and marketing language, while managing to be friendly and welcoming. This style continues through to many of the lower-level pages. The look of this website engages well with STC’s audiences. It accomplishes the main goal of a college website, which is to be an attractive and enticing destination for people beginning their search for higher education online (as most prospective students do today). STC’s main website was rated as **“SOMEWHAT HIGH QUALITY”** (rating 4 out of 6), **“SOMEWHAT RELEVANT”** (rating 4 out of 6), and **“EFFECTIVE”** (rating 5 out of 6).

The only webpage that was called out by STC for review separately was the “STC Factsheet” (pictured right), which was not as effective as a marketing material by itself. We rated that page **“SOMEWHAT**

“STC Factsheet” pictured above

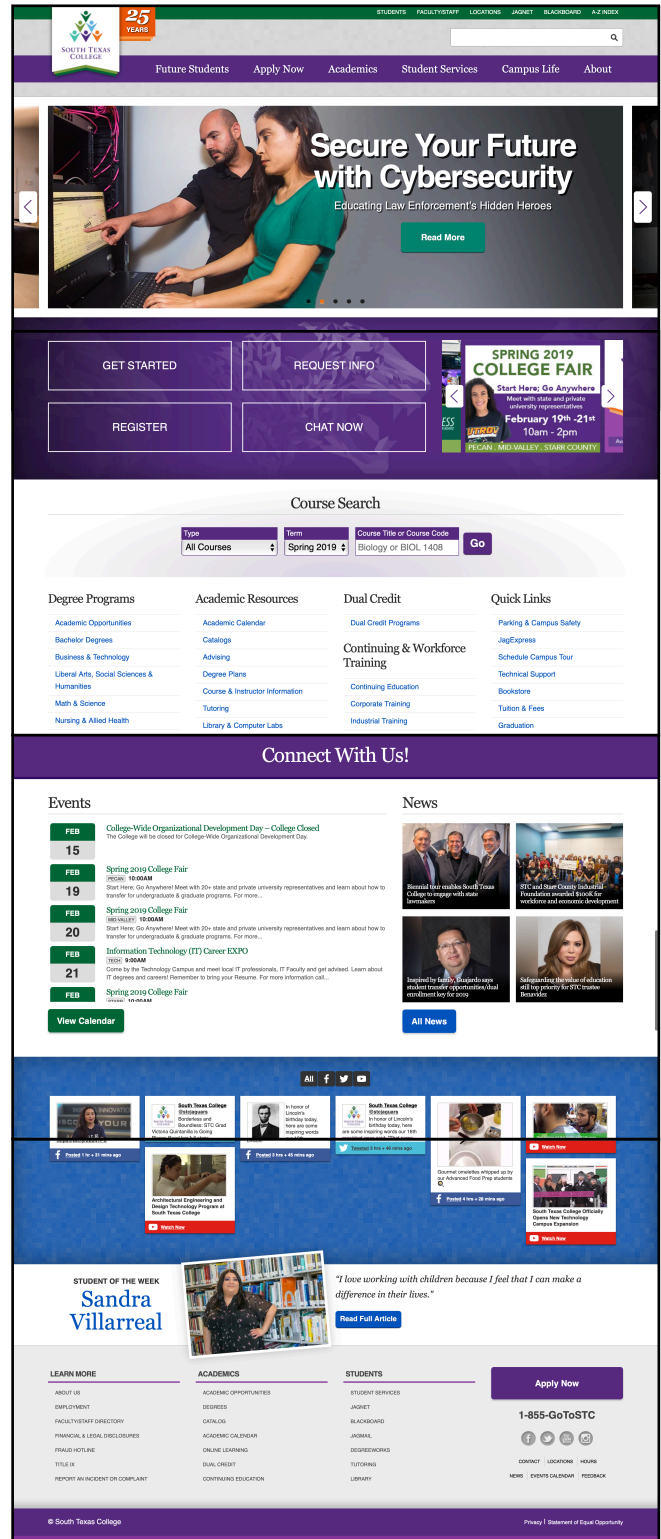
EFFECTIVE” (rating 4 out of 6) as an overall marketing effort. It ranked **“SOMEWHAT LOW”** (rating 3 out of 6) for quality of media, and **“SOMEWHAT NOT RELEVANT”** (rating 3 out of 6) in regard to style for its intended audience.

STC’s home page (landing page pictured right, subpages pictured on the following pages) is well-organized, with important links at the top of the page. When scrolling down on the main page, the site becomes somewhat less intriguing due to the large amount of text-based navigation. The top of the screen does a good job at guiding users toward the parts of the website that will be the most helpful for them, though the large number of links on the lower parts of the page feels overwhelming to a new user. The design has mostly consistent use of colors, which helps to divide the clutter of information and links on the lower parts of the home page. Fortunately, it does not rely on drop-down menus for navigation. The visual focus of the rotating banner and the creatively interactive rollovers helps this landing page compete effectively with other visually and emotionally engaging college websites.

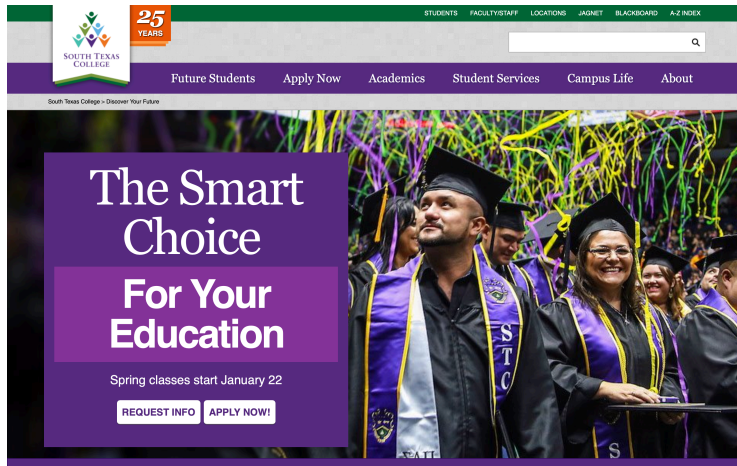
The style of the this page tends towards user self-identification at the top of the page. It features rotating image links to featured subpages of the website. The mostly neutral background contrasts with the bold colors to draw attention to the important parts of the design. The format adjusts somewhat well to mobile devices, though long lists of text links and slightly clumsy course search functionality does tend to make searches difficult when the content resizes to fit the screen and begins to scroll. The self-identification links at the top of the screen work well on a mobile device, but the smaller buttons and text links elsewhere on the page are somewhat clunky.

The page appears to serve STC well for the amount of information, and it does appear to be strong for generating a positive first impression for new students.

The website succeeds as a repository for information. It is not very difficult to navigate, though it currently lacks consistently branded and emotionally engaging messaging that could enhance its consistent visual style. As it is, it has a powerful effect on presenting a professional image of the college, though it is not as personally engaging as it could be to individual prospects, so it is not as effective for marketing efforts as it could be.



"STC Website" landing page (top to bottom composite image) pictured above



"STC Website" top of "Future Students" subpage pictured above

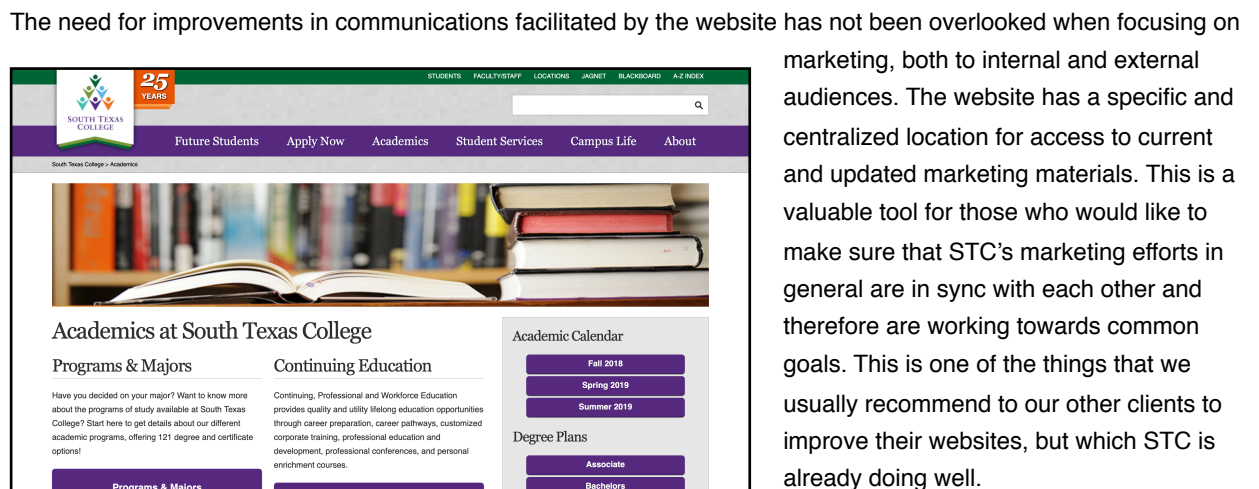
difficult to find, as they are mostly identified by colors other than black or they have an underline style.

As one scrolls down the page, the text is mostly easy to read. The information appears to be relevant and timely. The pages do employ a mostly consistent visual look, with a static navigation bar header providing clear direction for the user.

It is imperative that internal audiences understand that the website must be not be intimidating to people unfamiliar with college systems and terminology. It is therefore understandable that community members and those not familiar with the college may sometimes have more difficulty navigating to the College webpage, since it is geared towards people familiar with insider terminology and college systems. Ideally, the website should always strive to be made more responsive and adaptable to both external and internal user needs, making the navigation experience more intuitive no matter by whom it is being utilized.



"STC Website" top of landing page pictured above



"STC Website" top of "Academics" subpage pictured above

The STC website landing page functions slightly differently between computers, tablets, smartphones, and other mobile devices. On a tablet or a smartphone, most pages simply realign their content and text button links without shrinking the text significantly, so the navigation is not difficult to read.

In general, the design elements are consistent throughout the website. Stylization of text, including fonts, sizes, and colors, tends to maintain consistency from page to page. Links within text are not

The need for improvements in communications facilitated by the website has not been overlooked when focusing on marketing, both to internal and external audiences. The website has a specific and centralized location for access to current and updated marketing materials. This is a valuable tool for those who would like to make sure that STC's marketing efforts in general are in sync with each other and therefore are working towards common goals. This is one of the things that we usually recommend to our other clients to improve their websites, but which STC is already doing well.

APPENDIX A

REVIEWED MATERIALS

Format	Media Name/Title	Quality of Media	Relevance of Style for Intended Audience	Effectiveness	Marketing/Branding Score
Print	Staying Connected Special Edition	unable to rate	relevant	effective	13.5
Print	Viewbook	unable to rate	relevant	effective	13.5
Print	E-Newsletter	unable to rate	somewhat relevant	effective	12.5
Print	EVENT FLIERS/E-VITES (3 samples)	unable to rate	relevant	somewhat effective	12.5
Print	Rack Cards Academic program-EMERGENCY MED. TECH	unable to rate	relevant	somewhat effective	12.5
Print	Spadea (folded frontpage newspaper wrap) (3 samples)	unable to rate	relevant	somewhat effective	12.5
Print	Academic flier- WELDING FLIER	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Academic flier-EDUCATION PROGRAM FLIER	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Division brochures (5 samples)	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Dual 2 Degree Deadline Flier	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Dual2Degree Posters (11x17)	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Event flier-Starr Co. Campus- REGISTER NOW FLIERS (3 samples)	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Print Ad-MegaDr	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Print Ad-Texas Border Business	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Rack Cards Academic Program-ADVANCED MANU. TECH.	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Starr Co. Register Now Ads	unable to rate	somewhat relevant	somewhat effective	11.5
Print	Cashier postcards (deadlines, payments, payment options) (3 samples)	unable to rate	somewhat not relevant	somewhat effective	10.5
Print	Dual 2 Degree Academy Brochure	unable to rate	somewhat not relevant	somewhat effective	10.5
Print	Event flier - Univ. Relations - College Fair fliers	unable to rate	somewhat not relevant	somewhat effective	10.5
Print	rack cards - dept - Career & Employer Services (employers)	unable to rate	somewhat not relevant	somewhat effective	10.5
Print	STC Catalog (printed)	unable to rate	not relevant	somewhat effective	9.5
Print	Programs of study flier	unable to rate	somewhat not relevant	somewhat ineffective	9.5
Print	Print Average Rating	unable to rate (3.50)	somewhat relevant (3.91)	somewhat effective (4.09)	11.50
Social Media	Linkedin	high quality	relevant	very effective	16
Social Media	STC Facebook	high quality	relevant	very effective	16
Social Media	STC Twitter	high quality	relevant	very effective	16
Social Media	YouTube	somewhat high quality	relevant	effective	14
Social Media	STC Instagram	somewhat low quality	relevant	somewhat effective	12
Social Media	Social Media Average Rating	somewhat high quality (4.40)	relevant (5.00)	effective (5.40)	14.80
Video	01-STC T021 18 30 "Edgar Eng Fall Aug 27" 30	somewhat high quality	relevant	effective	14
Video	02-STC T022 18 30 "Joey Eng Fall Aug 27" 30	somewhat high quality	relevant	effective	14
Video	03-STC T023 18 30 "Amanda Eng Fall Aug 27" 30	somewhat high quality	relevant	effective	14
Video	04-STC T024 18 30 "Austreberto Spa Fall Aug 27" 30	somewhat high quality	relevant	effective	14
Video	05-STC Obed English 30 Sec	somewhat high quality	relevant	effective	14
Video	06-STC Angela English 30 Sec	somewhat high quality	relevant	effective	14
Video	07-STC Angela Spanish 30 Sec	somewhat high quality	relevant	effective	14
Video	08-STC Jay English 30 Sec	somewhat high quality	relevant	effective	14
Video	15-Traditional Transfer-English-TV-Edgar-30	somewhat high quality	relevant	effective	14
Video	16-Non Traditional-English-TV-Angela-30	somewhat high quality	relevant	effective	14
Video	17-Workforce-English-Facebook-Josh-Spring 2019	somewhat high quality	relevant	effective	14
Video	18-Non Traditional-English-Facebook-Joey-Spring 2019	somewhat high quality	relevant	effective	14
Video	19-Non Traditional-English-Instagram-Angela-Spring 2019	somewhat high quality	relevant	effective	14
Video	20-Traditional Transfer-Instagram-Edgar-Spring 2019	somewhat high quality	relevant	effective	14
Video	21-Architectural Engineering and Design Technology (AEDT) Program at South Texas College	somewhat low quality	relevant	effective	13
Video	09-South Texas College Bachelor Programs	somewhat high quality	relevant	somewhat effective	13

Format	Media Name/Title	Quality of Media	Relevance of Style for Intended Audience	Effectiveness	Marketing/Branding Score
Video	10-Bachelor of Applied Science Organizational Leadership	somewhat high quality	relevant	somewhat effective	13
Video	11-2016 South Texas College Graduation Highlights Video	somewhat low quality	relevant	somewhat effective	12
Video	12-Bachelor Graduates	somewhat low quality	somewhat relevant	somewhat effective	11
Video	13-Nursing & Allied Health Campus Ribbon Cutting	somewhat high quality	somewhat relevant	somewhat effective	12
Video	Video Average Rating	somewhat high quality (3.85)	relevant (4.90)	effective (4.75)	13.50
Website	STC College Website	somewhat high quality	somewhat relevant	effective	13
Website	STC Factsheet	somewhat low quality	somewhat not relevant	somewhat effective	10
Website	Average Rating	somewhat high quality (3.50)	somewhat relevant (3.50)	effective (4.50)	11.50
Format	Media Name/Title	Quality of Media	Relevance of Style for Intended Audience	Effectiveness	Marketing/Branding Score
All Media	Overall Average Rating (4.23) (all items considered equal)	Somewhat High Quality (3.75)	Somewhat Relevant (4.42)	Effective (4.52)	12.69

Rating Scale

Quality of Media Rating Scale (3.5 median): *Very Low Quality* = 1, *Low Quality* = 2, *Somewhat Low Quality* = 3, *Somewhat High Quality* = 4, **High Quality** = 5, **Very High Quality** = 6

Relevance of Style for Intended Audience Rating Scale (3.5 median): *Not Relevant at All* = 1, *Not Relevant* = 2, *Somewhat Not Relevant* = 3, *Somewhat Relevant* = 4, **Relevant** = 5, **Very Relevant** = 6

Effectiveness Rating Scale (3.5 median): *Very Ineffective* = 1, *Ineffective* = 2, *Somewhat Ineffective* = 3, *Somewhat Effective* = 4, **Effective** = 5, **Very Effective** = 6

The Media Average Rating is the average of each three ratings (on the 1 to 6 scale) for each media category.

The Overall Average Rating is the average of all ratings (on the 1 to 6 scale) for each of the media categories.

The Marketing/Branding Score is a sum total of ratings for each item reviewed (quality + relevance + effectiveness = marketing/branding score; 3-18 range, 10.50 median), and is calculated for average ratings categories as well.

Note all items were reviewed in digital format. The category of printed materials was not rated for quality of media due to the lack of physical samples needed to rate that element for each piece. Therefore, for calculations made to determine average ratings, the quality of media for the print items in digital format was assigned a median value of 3.50 on the 1 to 6 scale. Average ratings were rounded to the closest number to determine results for groups of materials.

