



NAME Briant K. Coleman

EMPLOYEE ID# 4139322

DEPT NAME Communications & Marketing

APPRAISAL PERIOD From 9/11/15 (Date) To Dec. 31, 2015 (Date)

POLICY STATEMENT

The job performance of each Administrative and Professional (A&P) staff member is to be reviewed annually to ensure attainment of department/division goals and objectives, to enhance communications, and to facilitate and promote career growth and development. Annual performance appraisals must be submitted to Human Resources no later than February 15th of each calendar year.

INSTRUCTIONS

All the below sections should be completed by the immediate supervisor. All boxes need to be completed. If not applicable, please list NA. The review should then be discussed with, and approved by, the department head who may suggest changes to the original content. Once the supervisor and department head have signed the Overall Performance Evaluation section, the immediate supervisor should make arrangements to discuss the completed appraisal with the staff member. Following this discussion, the staff member may make any appropriate written comments in the final section. **Once the review has been discussed and signed by the staff member, the supervisor will provide a copy to the employee, retain a copy for departmental files, and forward the original to Human Resources, Attention Records, Zip 4: 0140.**

APPRAISAL STATEMENT

In processing the performance appraisal, read through each performance factor and check the most appropriate rating by using the following key words as a guideline.

- Outstanding: Highest standard of excellence, exemplary, visionary, exceptional, executing, innovative, or leadership.
- Above Satisfactory: Excels, consistent accuracy, implements, encourages, ambitious, cohesive, initiative, highly competent, secure, or highly committed.
- Satisfactory: Satisfies general requirements, accurate, reliable, effective, flexible, basic strengths, appropriate conclusions, or harmonious.
- Conditional: Inconsistent, unsure, minimal, inadequate, ineffective, unreliable, reluctant, occasional or neglectful.
- Unsatisfactory: Unacceptable, consistently lacking, below standards, avoids, unable, unwilling, uncooperative, cannot relate, negligent, uninterested or untrustworthy.

PERFORMANCE FACTOR		Unsatisfactory	Conditional	Satisfactory	Above Satisfactory	Outstanding
Knowledge of Job: The demonstrated understanding of job and work assignments.					X	
Planning: Plans, organizes, and completes tasks in the most efficient manner.					X	
Quality of Work / Accuracy: The ability to produce work that is comprehensive in scope, complete in detail, and accurate in content.					X	
Adaptability / Flexibility: The ability to successfully alter activities to cope with demands of new situations. The ability to listen attentively and openly to the ideas, problems, and suggestions of others in order to support departmental goals.						X
Judgment: The ability to distinguish the significant from the less significant; arrives at sound conclusions; makes appropriate choices.					X	
Communication: The ability to effectively present information orally and in writing.	Written				X	
	Spoken				X	
	Students				X	
	Subordinates				X	
	Peers				X	
Interpersonal Relationships: The extent to which the staff member works harmoniously and effectively with others.	Superiors				X	
					X	
					X	
					X	
					X	
Initiative: The staff member's resourcefulness, self-reliance, willingness to accept, and ability to carry out responsibility.					X	
Leadership: The ability to guide, develop, and motivate others.					X	
Problem Solving: Understands factors and develops sound, prompt, and practical solutions to problems and disputes.					X	
Financial Management: Appropriate planning and allocation of resources; effective budget management.					X	
Recruitment and Retention: Effective implementation of personnel procedures involving hiring, search committees, and developing employees, while supporting Equal Opportunity and Affirmative Action goals.					X	
Dependability: Demonstrates reliability and commitment in support of departmental goals and objectives.					X	
Promotion of Cultural Diversity: Work performance that encourages students, staff, faculty, and community members to participate in the educational, employment, and cultural activities and programs of the University.						X

Professional Development: Community Involvement, publications and conferences / seminars attended , professional certifications, and professional licenses. (Use additional sheets if necessary)

See attached.

Strengths / Accomplishments: Briefly describe the staff member's most significant strengths and accomplishments during this rating period. It is important to support performance factors rated "Outstanding" by providing specific examples and justification. (Use additional sheets if necessary)

See attached.

Areas of Improvement: List areas in which the staff member should take special care to address professional weaknesses or to prepare for professional advancement. It is important to support performance factors rated "Unsatisfactory" or "Conditional" by providing specific examples and justification. (Use additional sheets if necessary)

See attached.

Goals and Objectives: Provide a brief description of the major goals and objectives for the next rating period. (Use additional sheets if necessary)

See attached.

OVERALL PERFORMANCE EVALUATION

- | | |
|---|---|
| <input type="checkbox"/> Outstanding: | Performance is at least satisfactory or above in all areas and outstanding in most areas. |
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Immediate Supervisor:

Grant J. Heston

Department Head:

same as supervisor

Print Name:

Maribeth Ehasz

Sign Name:

Maribeth Ehasz

Date:

2/5/16

Print Name:

2/10/16

Sign Name:

Date:

STAFF MEMBER'S COMMENTS

Do you have a current copy of your job description?

☒ Yes ☐ No

Other Comments:

I certify this performance review has been discussed with me.

Brian Co
Staff Member's Signature

2/5/16
Date

SV 2/16/16

HR RD FEB 12 '16 PM 3:51

Briant Coleman Performance Appraisal - 2015

Overview

Briant hit the ground running at UCF and has contributed in multiple ways to his two teams: Communications and Marketing and Student Development and Enrollment Services.

His notable accomplishments include:

- Quickly getting up to speed and contributing to major initiatives such as UCF Cares, the Education Advisory Board, the university's Quality Enhancement Program, working with Diversity Initiatives and more.
- Creating more partnership between C&M and SDES on issues management and project development and implementation.
- Being a resource for Vice President Ehasz in creating communications and messages from her office.
- Learning how to successfully manage the different departments, personalities and goals throughout the division and university.

Specific goals and areas for improvement are outlined below. Of special note are the following:

- Develop a plan, approved by Vice Presidents Ehasz and Heston, to create a more efficient and effective communications and marketing team to support SDES initiatives. This plan should also include how the new alignment will work with and augment C&M resources. For example, should SDES graphic designers report to and work with C&M creative services to add resources, talent and university-wide focus to the team? The deadline for approval and implementation is July 1, 2016.
- Own more of the issues that arise from SDES and, working in partnership with News & Information, develop responses and strategies to respond to and anticipate issues.
- Continue to keep "customer service" high on the list of SDES priorities. This manifests itself in student facing websites, responding to demand from students and meeting their needs. This does not preclude focusing on the SDES brand, but focuses the SDES brand where it makes the most impact.

Overall, the shared hiring of Briant has been very successful and another strong year is anticipated.

Professional Development

- AP writing webinar – December 2015
- Student Development and Enrollment Services (SDES) Leadership Retreat – October and November 2015
- Diversity and Inclusion Rally for Respect – October 2015
- 2015 Knights Give Back – October 2015
- National Hazing Prevention Seminar/Workshop – September 2015

HR RD FEB 12 '16 PM 3:51

Briant Coleman Performance Appraisal - 2015

- Hispanic Heritage Month Roundtable – September 2015

Strengths/Accomplishments

- Served as lead of the university's Education Advisory Board communications and outreach implementation team.
 - Developed a strategic communications plan.
 - Developed tactics to reach staff, faculty and administrators.
- Served as liaison to the university's Diversity and Inclusion Bias Incident Communication Working Group.
- Significantly increased the number of SDES news releases, which resulted in:
 - an increase in media hits.
 - positive media exposure for the division and the university.
- Increased the collaboration and coordination between SDES and Communications and Marketing.
- Served as co-lead of the university's Foundations of Excellence communications action team.
- Assisted with UCF CARES' participation in Splash Week.
 - Disseminated 5,000 collateral material and giveaways
 - Increased UCF CARES visibility among students, faculty, staff and visitors
 - Assisted with the media highlight of UCF CARES during local television broadcast
- Developed and managed the university enrollment and registration campaign.
 - The campaign yielded an increase in overall enrollment.
- Developed and managed the university graduation application campaign.
 - The campaign yielded an increase in number of students applying for commencement in 2015/16.
- Assisted with the promotion of the university's Think30 campaign.
- Assisted the university in meeting its goal of \$150,000 by serving on the United Way Campaign Committee.
- Established an SDES Communications Council to assist with marketing, branding and storytelling.
- Established a monthly VPs Update to communicate key messages from the vice president for SDES.
 - The update has helped to streamline communication and has raised the visibility of the division's accomplishments.
- Managed several crisis communication issues, including:
 - Relocation of the university's Creative School students
 - Anti-Semitic graffiti
 - Theta Chi Fraternity issues management
- Established a working group to review and redesign UCF's Course Catalogue.
- Assisted with the development of a marketing campaign for the university's Quality Enhancement Program (QEP).
 - The campaign resulted in the design of a new QEP logo and palm card.

HR RD FEB 12 '16 PM 3:51²

Briant Coleman Performance Appraisal - 2015

Areas of Improvement

- Continued work in project management, marketing and outreach of the UCF CARES campaign will be important in the coming performance year in order to increase awareness of the initiative's core values and framework.
- Improve the branding of SDES and enhance the look and feel of the division's signature printed materials (*i.e., annual reports, parent calendar, communication to perspective students and parents*).
- Work with colleagues from marketing to redesign the student-facing website and the SDES website.
- Continued management of Vice President Ehasz's vision and strategic plan for the division.

Goals & Objectives

- Develop a strategic communications plan.
 - The plan will ensure greater consistency in messaging, consolidate marketing efforts and eliminate redundant communications.
 - The strategic communications plan will guide our work as a division over the next several years.
 - The plan will realign some positions and functions to a central structure that partners with C&M. *may (not)*
- Revamp the university's student-facing website.
 - The redesigned website will enhance the way students receive information.
- Revamp the SDES website.
 - The redesigned website will enhance the division's image and make it easier for students, faculty and staff to access SDES information, resources and services.
- Work with C&M to develop social media guidelines.
 - The guidelines will improve our online presence and assist with identifying and targeting communications focus areas.
- Create a Fraternity and Sorority Communications Working Group.
 - The working group will be tasked with developing a communications strategy to improve the image of Greek Life and help trouble shoot issues.
- Complete eight hours of diversity training.
 - The training will expand my knowledge of emerging diversity issues.
- Attend two communications workshops or conferences.
- Work with C&M to find the best way to help design communication tools and templates and manage the SDES website.
- Assist with the implementation of the university's Student Success Collaborative.
- Assist with the implementation of the Florida Center for Students with Unique Abilities.

A & P Performance Review



NAME Briant K. Coleman

EMPLOYEE ID# 4139322

DEPT NAME Communications & Marketing

APPRAISAL PERIOD From Jan. 1, 2016

(Date) To Dec. 31, 2016 **(Date)**

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	Subordinates					X
	Peers					X
	Superiors					X
Initiative: The staff member's resourcefulness, self-reliance, willingness to accept, and ability to carry out responsibility.						X
Leadership: The ability to guide, develop, and motivate others.						X
Problem Solving: Understands factors and develops sound, prompt, and practical solutions to problems and disputes.						X
Financial Management: Appropriate planning and allocation of resources; effective budget management.						X
Recruitment and Retention: Effective implementation of personnel procedures involving hiring, search committees, and developing employees, while supporting Equal Opportunity and Affirmative Action goals.						X
Dependability: Demonstrates reliability and commitment in support of departmental goals and objectives.						X
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Strengths / Accomplishments: Briefly describe the staff member's most significant strengths and accomplishments during this rating period. It is important to support performance factors rated "Outstanding" by providing specific examples and justification. (Use additional sheets if necessary)

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Goals and Objectives: Provide a brief description of the major goals and objectives for the next rating period. (Use additional sheets if necessary)

See attached

OVERALL PERFORMANCE EVALUATION

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Immediate Supervisor:

Grant J. Heston

Print Name

Sign Name

Date

Department Head:

same as supervisor

Print Name

Sign Name

Date

STAFF MEMBER'S COMMENTS

Do you have a current copy of your job description?

☒ Yes ☐ No

Other Comments:

I certify this performance review has been discussed with me.

Staff Member's Signature

Date

Briant K. Coleman

Performance Appraisal – 2016

Briant enjoyed another strong year with UCF, leading multiple successful projects.

It's never easy to have two bosses, but Briant managed it very well. Of all of his accomplishments, I was most impressed by his sincere efforts to strengthen his relationships with the Communications and Marketing leadership group. He engaged with his colleagues on issues that affected SDES and those that did not.

Briant is seen as a valuable partner by his peers, and they seek him out for advice about how to work together to enhance UCF. I encourage him to continue working with his Communications and Marketing peers to develop projects that benefit the entire university.

Of particular interest, I look forward to Briant leading a team that develops and executes a plan to increase our performance in student graduation and retention rates, as well as reducing excess hours. I also expect him to continue refining commencement and other "high-touch" moments for students (orientation, convocation and more).

Overall, I could not have been more pleased with this partnership with SDES. I look forward to another year of partnership and success.

Professional Development

- American Marketing Association Higher Education Symposium, Presenter – *December 2016*
- Role of Communications in Student Success Initiatives Training – *November 2016*
- Title IX Emergency and Crisis Communications Training – *October 2016*
- Diversity and Inclusion Rally for Respect – *October 2016*
- Hispanic Heritage Month Roundtable – *September 2016*
- Student Development and Enrollment Services (SDES) Leadership Retreat – *July 2016*

Goals & Accomplishments

- I. *Improve communications and outreach:*
 - a. Revamped the experience of UCF's Commencement Exercise, which improved the look and feel of the ceremony.
 - b. Established a monthly VPs Update to communication key messages from the vice president for SDES.
 - i. The update has helped to streamline communication and has raised the visibility of the division's accomplishments activities
 - c. Created a new internal newsletter, The Communiqué.
 - i. The newsletter has significantly improved the way information is shared within the division.
 - d. Revamped the UCF Parent and Families Calendar.
 - e. Assisted with the launch of The Common Application.
 - f. Assisted with the launch of the A2O scholarship website
 - g. Assisted with the launch of the new UCF branding campaign
 - h. Assisted with the planning of the UIA conference.
 - i. Assisted with the planning of the UCF Downtown Campus.

- i. Served as co-lead on the Student Experience team.
- j. Assisted with the FoE planning.
 - i. Served as co-lead of the communications action team.
- k. Served as liaison to the university's Diversity and Inclusion Bias Incident Communication Working Group.
- l. Significantly increased the number of SDES news releases, which resulted in:
 - i. an increase in media hits; and
 - ii. positive media exposure for the division and the university.
- m. Increased the collaboration and coordination between SDES and Communications and Marketing.
 - i. Improved the media coordination and response rate.
- n. Assisted with UCF CARES' participation in Safe Knights Week.
 - i. Disseminated 5000 collateral material and giveaways.
 - ii. Increase UCF CARES visibility among students, faculty, staff and visitors
- o. Developed and managed the university registration campaign.
 - i. The campaign yielded an increase in overall registration
- p. Developed and managed the university graduation application campaign.
 - i. The campaign yielded an increase in number of students applying for commencement in 2016
- q. Managed several crisis communication issues, including:
- r. Response to Pulse Nightclub shooting
 - i. Established an emergency conference call the morning of the incident.
 - ii. Established an SDES emergency response help center for students in the Student Union.
 - iii. Coordinated a remembrance vigil, which was attended by thousands of stakeholders and viewed online by over 1 million people.
 - iv. Coordinated the lighting memorial of the university's main building.
 - v. Created a presentation to the members of AASCU highlighting UCF's response efforts.
- s. Coordinated response efforts for various social justice issues
 - i. Anti-Semitic graffiti
 - ii. #BLACKLIVESMATTER
 - iii. FSL 'No Homo Bro' crisis issue
- t. Served as chair
- u. Assisted with the development of a marketing campaign for the university's Quality Enhancement Program (QEP)
 - i. The campaign resulted in the design of a new QEP logo and palm card

II. *Engage and manage the SDES Communications Council:*

- a. Established monthly meetings of the SDES Communications Council.
- b. Provide mentoring to members of the council.
- c. Developed strategies that helped improve the division's brand and marketing efforts.
- d. Council members participated in several trainings that included topics such as social media engagement, brand management, WordPress navigation and digital media compliance.

- III. *Revamp the university's student-facing website:*
 - a. Successfully launched Phase I, which served as a model for other university sites.
- IV. *Revamp the SDES website:*
 - a. Successfully launched Phase II of the web-redesign project, which significantly enhances the division's image and makes it easier for students, faculty and staff to access SDES information, resources and services.
 - b. Transitioned five SDES websites to a new content management system – WordPress. The new site makes it easier for departments to edit their content.
 - c. Created new web content and web videos.
- V. *Develop social media guidelines:*
 - a. The guidelines have improved our university's parent Facebook page.
- VI. *Create a Fraternity and Sorority Communications Working Group:*
 - a. Included FSL leadership into the SDES communicators working group.
 - b. Established a protocol for FSL electronic communication.
- VII. *Hire a graphic artist who will help design communication tools and templates and manage the SDES website:*
 - a. Created a centralized communications team to fulfill the division's communication and marketing needs.
 - b. Created brochure and flyer templates for staff.
- VIII. *Assist with the implementation of the university's student success initiative:*
 - a. Organized the kick-off of the Student Success Collaborative Campus (EAB).
 - b. Developed the framework for the division's Student Success Process Improvement (SSPI) initiative. SSPI is the university's largest campaign to improve student success.
- IX. *Assist with the implementation of the Florida Center for Students with Unique Abilities.*
 - a. Provided communications and marketing support to the College of Education for the launch of the FCSUA.

Areas of Improvement

- I. While significant improvements have been made, I will continue to work on streamlining the division's communications, marketing and outreach efforts.
- II. Expanding the UCF CARES campaign to include faculty and staff will be important in the coming performance year in order to increase awareness of the initiative's core values and framework.
- III. Managing the university's new Downtown Campus student experience launch team will require increased time, attention and resources. I must find a way to balance the additional responsibilities while managing the division's communications portfolio.

- IV. I would like to continue to work to improve the branding of SDES and enhance the look and feel of the division's signature printed materials (*i.e., annual reports, parent calendar, communication to perspective students and parents*)
- V. I will continue to work with colleagues from marketing to enhance the university's websites.
- VI. I will continue to implement Dr. Ehasz's vision and strategic plan for the division.
- VII. I will continue to support and manage the Vice President's Leadership Council as well as the Vice President's office suite.

Goals & Objectives

- I. Develop a strategic communications plan.
 - a. The plan will ensure greater consistency in messaging, consolidate marketing efforts and eliminate redundant communications.
 - b. The strategic communications plan will guide our work as a division over the next several years.
- II. Evaluate and reorganize the SDES Communications Council.
 - a. The reorganization will help ensure SDES communicators are aligned properly and that the university's resources being shared properly.
- III. Revamp the SDES website.
 - a. The redesigned website will enhance the division's image and make it easier for students, families, faculty and staff to access SDES information, resources and services.
- IV. Attend two communications workshops or conferences.
- V. Continue to assist with the implementation of the Student Success Process Improvement initiative.

A & P Performance Review



NAME Brant K. Coleman

EMPLOYEE ID# 4139322

DEPT NAME Communications & Marketing APPRAISAL PERIOD From Jan. 1, 2017 (Date) To Dec. 31, 2017 (Date)

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Communication: The ability to effectively present information orally and in writing.	Written				X	
	Spoken				X	
	Students					X
	Subordinates					X
	Peers				X	
Interpersonal Relationships: The extent to which the staff member works harmoniously and effectively with others.	Superiors				X	
					X	
					X	
					X	
					X	
Initiative: The staff member's resourcefulness, self-reliance, willingness to accept, and ability to carry out responsibility.					X	
Leadership: The ability to guide, develop, and motivate others.					X	
Problem Solving: Understands factors and develops sound, prompt, and practical solutions to problems and disputes.						X
Financial Management: Appropriate planning and allocation of resources; effective budget management.						X
Recruitment and Retention: Effective implementation of personnel procedures involving hiring, search committees, and developing employees, while supporting Equal Opportunity and Affirmative Action goals.						X
Dependability: Demonstrates reliability and commitment in support of departmental goals and objectives.					X	
Promotion of Cultural Diversity: Work performance that encourages students, staff, faculty, and community members to participate in the educational, employment, and cultural activities and programs of the University.						X



A & P Performance Review

Professional Development: Community Involvement, publications and conferences / seminars attended, professional certifications, and professional licenses. (Use additional sheets if necessary)

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Strengths / Accomplishments: Briefly describe the staff member's most significant strengths and accomplishments during this rating period. It is important to support performance factors rated "Outstanding" by providing specific examples and justification. (Use additional sheets if necessary)

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Immediate Supervisor:

Maribeth Ehasz

Print Name

Sign Name

Date

Department Head:

Grant Heston

Print Name

Sign Name

Date

STAFF MEMBER'S COMMENTS

Do you have a current copy of your job description?

☐ Yes ☐ No

Other Comments:

I certify this performance review has been discussed with me.

Staff Member's Signature

Date

Briant K. Coleman

Performance Appraisal - 2017

Professional Development

- Accelerating Student Success Through Collaboration and Scale – January 2017
- Public Records Request Training – March 2017
- EAB Student Success Campus User Training – March 2017
- AMA Higher Ed Symposium Conference – October 2017
- Student Development and Enrollment Services (SDES) Leadership Retreat – June 2017
- Student Success Webinar: Impacting First Year Student Success – October 2017

Strengths/Accomplishments

- Developed and managed outreach and communication activities for the university's re-enrollment campaign: Student Success Process Improvement – Operation 90%
 - The campaign yielded an increase in overall retention. This increase (90%) reflects the university's highest ever retention rate.
- Developed and managed outreach and communication activities for the university's admissions campaign: Student Success Process Improvement – Operation 2%
 - The campaign yielded an increase in overall first time in college students. This increase reflects the university's highest ever enrollment rate.
- Served as lead on the university's Let's Be Clear campaign.
 - Launched the first university-wide sexual assault marketing and outreach campaign.
 - Created the first text messaging sexual assault reporting mechanism.
 - Provided more options to report sexual violence.
 - Provided more opportunities to increase the awareness of resources available to those impacted by sexual misconduct.
- Launched a new SDES website. The new divisional website aligns with the university's new brand and web standards.
- Revamped the university's highest student recognition awards program – Order of Pegasus. The changes to the program now reflects the university's new brand standards.
- Revamped SDES's annual report. The report provides a comprehensive outlook on the division's accomplishments and achievements and tells an important story of the impact of the division's work.
- Developed and designed communication materials for SDES's strategic plan – Transformative Opportunities. The new plan outlines the divisions priorities and provides a framework for supporting student success.
- Served as lead of the university's MyKnight STAR (Education Advisory Board) communications and outreach implementation team.
 - Developed tactics to reach staff, faculty and administrators.

- Served as lead of the university's MySchedule Builder (UCF's new course catalogue and registration search tool) communications and outreach implementation team.
 - Developed tactics to reach staff, faculty and administrators.
- Served as co-lead of the university's Transfer Alliance communications action team.
 - Rebranded Foundations of Excellence to Transfer Alliance
- Served as liaison to the university's Diversity and Inclusion Bias Incident Communication Working Group.
- Significantly increased the number of SDES news releases, which resulted in:
 - an increase in media hits.
 - positive media exposure for the division and the university.
- Increased the collaboration and coordination between SDES and Communications and Marketing.
- Developed and managed the university graduation application campaign
 - The campaign yielded an increase in number of students applying for commencement in 2016/17.
- Assisted with the promotion of the UCF CARE campaign.
- Managed the SDES Communications Council and provided marketing, branding and storytelling trainings for the division's communicators.
- Managed several crisis communication issues, including:
 - Fraternity and Sorority Life issues management
 - Free speech protest and issues
 - Student deaths
- Managed a working group to review and redesign UCF's Course Catalogue.

Areas of Improvement

- Continued work in project management, marketing and outreach of the Let's Be Clear campaign will be important in the coming performance year in order to increase awareness of the initiative's core values and framework.
- I would like to continue to work to improve the branding of SDES and enhance the look and feel of the division's signature printed materials (i.e., *annual reports, parent calendar, communication to perspective students and parents*).
- I would like to continue to work to redesign the student success website.
- Work more closely with supervisors in conflict situations in order to determine together the appropriate course of action.
- Continued management of Vice President Ehasz's vision and strategic plan for the division.

Goals & Objectives

- Develop a plan to realign the division's communications and marketing efforts.
 - The plan will ensure greater consistency in messaging, consolidate marketing efforts and eliminate redundant communications.

- The strategic communications plan will guide our work as a division over the next several years.
- Assist the division in reaching 92% retention rate.
- Establish a Fraternity and Sorority Crisis Communications Working Group in collaboration with AVP for Student Engagement and Leadership Development and Director of Fraternity and Sorority Life.
 - The working group will be tasked with developing a communications strategy to improve the image of Greek Life and help trouble shoot issues.
- Engage and manage the SDES Communications Council.
 - The council will help bring fresh eyes to the division's marketing efforts and ensure the division's communications planning are informed by a broad range of voices both within SDES.
- Develop divisional social media guidelines.
 - The guidelines will improve our online presence and assist with identifying and targeting communications focus areas.
- Complete eight hours of diversity training.
 - The training will expand my knowledge of emerging diversity issues.
- Attend two communications workshops or conferences.
- Assist with the presidential transition.
- Provide administrative and communication support to the Downtown Student Experience Team in order to meet deadlines for opening in Fall 2019.
- SDES Web Traffic:
 - Increase traffic by 2% overall even while rebuilding CMS.
 - Increase average time on site.
 - Increase average pages per visit.