



UNIVERSITY RELATIONS STRATEGIC PLAN 2013-14 PROGRESS LOG

< Progress is based on a set of performance indicators established for each goal. >

GOAL 1:	Performance/Progress	Next Steps
<p>Expand the presence of Penn State Lehigh Valley in the media.</p>	<ul style="list-style-type: none"> ✓ Running Media Log has been established to collect an inventory of PSLV coverage in the media (newspaper, television, etc.) See Appendix A for full list of media coverage in 2013-14 	<ul style="list-style-type: none"> -Op-ed resource emails to be sent out to faculty and staff to explain the process of being a “subject expert” and talking to the media
	<ul style="list-style-type: none"> ✓ List of media contacts has been continuously updated by the Assistant Director 	<ul style="list-style-type: none"> -Meet and Greet to be held in Spring 2015 as a group function because of so many new employees
	<ul style="list-style-type: none"> ✓ Updates provided at monthly Faculty Senate meeting and All Campus Day by Director 	<ul style="list-style-type: none"> -UR will look into providing the campus a semesterly Media Update that showcases media hits, billboard locations, media events, etc.
	<ul style="list-style-type: none"> ✓ Assistant Director held Meet and Greets with new employees to update to explain media processes 	<ul style="list-style-type: none"> -UR plans to collaborate with the Enrollment and CCE Departments to devise an overall media/branding calendar so that marketing and events are better coordinated (This will align with other UR goals, too.).

GOAL 2:	Performance/Progress	Next Steps
<p>Make the website a more useful tool.</p>	<ul style="list-style-type: none"> ✓ A full-time Web Content Manager (Emily Burns) was hired in summer 2014 to review, update, and manage all online content for the campus website 	<ul style="list-style-type: none"> -The Web Content Manager will work with the UR Staff Assistant to update the Online Directory as new staff members are added.
	<ul style="list-style-type: none"> ✓ A log/checklist of all changes of and additions to the website has been created by the Web Content Manager to organize the process of updating the web on a continuous basis (this includes checking all links to ensure they are operable). 	<ul style="list-style-type: none"> -The department will continue to follow accessibility mandates, as per University Park.
	<ul style="list-style-type: none"> ✓ The Web Content Manager designed and launched a survey for all faculty and staff asking their feedback about the website. This feedback has been used in a plan to 	<ul style="list-style-type: none"> -The department will continue the use of Google Analytics to better track web traffic and use of various pages on the website. Information will be provided to applicable departments to aid in planning and event marketing/advertising assessments. The department also plans to invite the UP “Analytics Guru” to the campus to

Goal 2, continued	update and redesign aspects of the site. See Appendix B for excerpts of the findings.	find out about additional resources and new strategies for using analytics data for marketing and assessment.
	✓ At least 5 new photos have been added to the website each semester (this was the target number, but more have been added).	
	✓ Some online forms have been added; this is a continuous process.	
	✓ Accessibility has been a major topic for the UR department this year. Mark Schwartz took on the role of Compliance Sheriff for the campus. He runs monthly compliance reports, and adjustments have been made to the website as necessary, based on this reporting. Short scans (which measure 5 levels of compliancy) have all come back at 100% compliant. See Appendix C for scans.	
	✓ To ensure the campus remains compliant, UR scheduled a number of Accessibility Workshops in 2013-14 for faculty and staff to better understand the mandates and prepare their materials to meet accessibility guidelines. Online versions of these trainings were also made available.	
✓ Google Analytics has been used to track web traffic to various pages (and used on some advertising opportunities, including Fall Open House for enrollment event tracking).		

GOAL 3:	Performance/Progress	Next Steps
Assess and develop internal and external print materials.	<ul style="list-style-type: none"> ✓ The Campus Viewbook was redesigned and is now serving as a model for other campuses. 	<ul style="list-style-type: none"> -The department is planning a collaborative calendar with EM and CCE (as referenced in Goal 1) to better coordinate efforts among print materials for recruitment and marketing purposes. The annual calendar will outline major events, details, needs, c contacts, deadlines, workflow, etc.
	<ul style="list-style-type: none"> ✓ A Get-On-Board form (Project Worksheet and Creative Brief) was created and promoted at All Campus Day and in other faculty/staff meetings to encourage additional coordination of needed printed materials and event needs. It is available at http://www.lv.psu.edu/Information/27073.htm 	<ul style="list-style-type: none"> -Additional collaboration with Student Affairs is needed to better meet the needs of the SA department and students (this may become part of the collaborative calendar mentioned above. Student needs will be assessed via the 2015 Student Survey (and possibly a subsequent student focus group with UR).
	<ul style="list-style-type: none"> ✓ Enrollment pieces were designed, as requested (but additional collaboration is needed- see next steps). 	
	<ul style="list-style-type: none"> ✓ A repository of successful print materials was created on the UR drive for future use and/or design ideas. 	<ul style="list-style-type: none"> -UR will continue to meet with campus departments to assess and meet print needs.

GOAL 4:	Performance/Progress	Next Steps
Become the sole resource for promotional materials and external vendor liaison.	<ul style="list-style-type: none"> ✓ The Get-On-Board form has been used by faculty and staff for resource and material requests (see Goal 3). 	<ul style="list-style-type: none"> -UR will continue to showcase available materials and connections with approved vendors to further promote the ordering of all campus-based projects through the UR departments to maintain consistency and accuracy of brand messaging.
	<ul style="list-style-type: none"> ✓ UR has created a campus “store” to showcase available materials and help faculty and staff decide on the ones most appropriate for their needs and budget. The department also has a catalog of available materials to choose from for events, promotions, etc. 	<ul style="list-style-type: none"> -The Graphic Designer, in conjunction with the Staff Assistant, will develop a vendor log to track approved vendors (and those that have been successfully used) to ensure efficient development and ordering processes based on recent purchases/receipts.
	<ul style="list-style-type: none"> ✓ UR vendor and ordering processes have been outlined to faculty and staff at All Campus Day and other meetings 	

GOAL 5:	Performance/Progress	Next Steps
<p>Create a campus magazine that is engaging and achieves specific strategies</p>	<ul style="list-style-type: none"> ✓ Tradition Magazine has been redesigned with a new layout and new content. Included are calls to action and additional bonus features 	<p>-UR will continue to create a layout and content that is appealing, informative, and accessible for its readers, including digital platforms to reach a greater audience.</p>
	<ul style="list-style-type: none"> ✓ Anecdotal feedback has been positive about the changes to Tradition. This has been collected in email form and verbally from faculty, staff, students, and alumni. 	<p>-UR will continue to meet with faculty, staff, students, and alumni to ensure that magazine content and image requirements are effectively communicated to aid in a more efficient, shared process for the campus magazine.</p>
	<ul style="list-style-type: none"> ✓ The department has investigated the addition of page-turning software and other mobile-read applications, including Issuu digital platform. Accessibility protocols are being identified as these processes take place. 	
	<ul style="list-style-type: none"> ✓ The collection of mailing lists from campus departments has been streamlined for a more efficient and proactive process. This includes ongoing work towards identifying more accurate print quantities so that the department is working in a budget-conscious manner. (This now includes about 13,000-14,000 printed Tradition magazines for the entire campus community.) 	
	<ul style="list-style-type: none"> ✓ The department has begun discussing photo needs for the magazine earlier in the process, resulting in better outlining of stories and magazine layouts. UR has tried to meet with faculty and staff who will be contributing pictures for stories ahead of time so they understand image requirements for publication purposes. 	

GOAL 6:	Performance/Progress	Next Steps
<p style="text-align: center;">Enhance photography and videography processes and outcomes to meet campus needs</p>	<ul style="list-style-type: none"> ✓ The department has tried to make photography requests easier for faculty and staff. An Online Request for Photography has been created. A high quality camera is available for sign-out. A section of the Get on Board form includes a photo/video request. 	<p>-A process for organizing the numerous photos and videos taken/created each semester is still necessary. This is a priority of the department.</p> <p>-The department is planning increased collaboration with the MIC to streamline processes and develop new ideas for video content.</p>
	<ul style="list-style-type: none"> ✓ The department is attempting to share photos with the campus in a timely manner through Flickr. Most recently, photos are also being linked to and displayed by the new Digital Signage in Centre Hall. 	
	<ul style="list-style-type: none"> ✓ The department held meetings in Fall 2014 with the MIC to discuss collaborations, projects, and new initiatives. This may include the campus YouTube channel and other video projects and social media/internet outlets. 	

GOAL 7:	Performance/Progress	Next Steps
<p style="text-align: center;">Integrate the new advertising campaign across all platforms (print, digital, video, etc.)</p>	<ul style="list-style-type: none"> ✓ University Park is making five free (for the campuses) nationwide commercials with campus snippets in Fall 2014. 	<p>-UR is working with Enrollment and CCE on a collaborative calendar to pull events and advertising together in a more organized and strategic manner.</p> <p>-The department will identify ways to involve the campus in the creation of new advertising ideas/content through focus groups, faculty/staff meetings, etc.</p> <p>See Appendix D for Advertising Log.</p>
	<ul style="list-style-type: none"> ✓ The department is working on web videos to be used on the website. Accessibility standards need to be addressed (closed captioning, etc.) 	
	<ul style="list-style-type: none"> ✓ The department is investigating a new billboard campaign for campus awareness (similar to the digital billboard that ran earlier in the year for 4 weeks) which may include a permanent one in the Lehigh Valley. 	

GOAL 8:	Performance/Progress	Next Steps
<p>Continue to grow Penn State Lehigh Valley's current social media presence and identify possibilities with new social media outlets</p>	<ul style="list-style-type: none"> ✓ The UR department presented at the June 2014 Penn State University Social Media Summit about the campus' hashtag campaign and digital billboards. 	<p>-UR will continue to grow the campus' social media presence.</p> <p>-Student Focus Groups and the use of Student Satisfaction Survey data will be used to build stronger, more effective campaigns and content.</p>
	<ul style="list-style-type: none"> ✓ The Assistant Director of UR was asked to be on the Social Media Council for the Eastern Campuses. This is one significant way in which the department is keeping informed of current social media trends and engaging in professional development opportunities. 	
	<ul style="list-style-type: none"> ✓ The department continues to explore new platforms, including linking to a UP Pinterest page and using Instagram to a larger degree. Recent stats show that the campus' Facebook, Twitter, and Instagram followers have all increased substantially over the past year. See Appendix E for Social Media Data. 	

GOAL 9:	Performance/Progress	Next Steps
<p>Learn and enact new University brand strategies</p>	<ul style="list-style-type: none"> ✓ The UR department has attended University-wide meetings and the staff sit on University committees. The department also works with other campuses to share ideas (these happen in person but also virtually through Google Hang-outs) 	<p>-UR needs to inform the campus of the new brand strategy. With the retirement of Donna Hahn (staff assistant), Sharon Neders will be taking over some of these responsibilities. The department is still allocating this work flow.</p> <p>-A training session may be held for all campus staff assistants to better inform of brand strategies, including proper style and visual/editorial standards to help provide better efficiency throughout campus departments when it comes to the creation of content and materials for publication.</p>
	<ul style="list-style-type: none"> ✓ The department has instituted a cross-check system to proof all campus materials and ensure alignment with the university brand. This has included a departmental protocol for the correct use of the PSU mark and University styles. 	

GOAL 10:	Performance/Progress	Next Steps
<p>Understand and prepare for the role of campus spokesperson and emergency and mass notification administrators</p>	<ul style="list-style-type: none"> ✓ The Director and Assistant Director have participated in this year's tabletop drills. The department also reviewed the emergency plan in a departmental meeting. 	<p>-UR, in conjunction with Safety and Security, will continue to inform the campus community about emergencies and other pertinent information through mass notifications and social media.</p>
	<ul style="list-style-type: none"> ✓ 100% of campus faculty and staff are enrolled in PSU Alert (via email). 	
	<ul style="list-style-type: none"> ✓ New plans are coming out for the use of social media during emergencies (Crisis Communication Plan for Social Media) through the University. 	

APPENDIX A- MEDIA LOG

PSLV Media Hits 2014			
Date	Outlet	Heading	Page
1/8/2014	Bethlehem Press	Free student aid workshop Jan. 14	A11
1/1/2014	Upper Saucon Township and Center Valley Life	Write This Way at PSU	20
1/5/2014	Express Times	Moravian College men's basketball team defeats Penn State-Lehigh Valley in Greyhound Classic	
1/13/2014	Reading Eagle	Sign of the Times	A8
1/15/2014	Bethlehem Press	Financial aid workshop offered	A5
1/15/2014	Bethlehem Press	LV writing group meets Jan. 25	A7
1/19/2014	Morning Call	Events Planned Around the Valley	
1/19/2014	Republican Herald	Eagles clinch district playoff berth	
1/22/2014	Bethlehem Press	LV writing group meets Jan. 25	A7
1/25/2014	Republican Herald	COLLEGE HOOPS: Lehigh Valley keeps Schuylkill squads winless	
1/27/2014	Northcentralpa.com	Basketball 'Gold Out' Advances THON's Fight Against Cancer	
2/1/2014	Saucon Valley Township and Center Valley Life	Bridging History at PSU	25
2/14/2014	Hazleton Standard Speaker	Penn State Lehigh Valley downs PSU Hazleton	
2/16/2014	York Daily Record	Sunday's college roundup: Penn State York basketball sweeps Penn State Lehigh Valley	
2/23/2014	Express Times	Penn State THON raises \$13.3 million to fight pediatric cancer	
2/27/2014	Morning Call	Consumer bureau targets for-profit colleges	
3/1/2014	Hanover Township Life	Sage School for Seniors	20
3/1/2014	Morning Call	Events Planned Around the Valley	
3/4/2014	Express Times	Holocaust survivor tells students at Penn State Lehigh Valley: 'It's my revenge that I'm alive'	online
3/4/2014	WFMZ Channel 69	Holocaust survivor shares story at Penn State LV	Broadcast/Online
3/9/2014	Express Times	Holocaust Survivor recalls horrors	A7
3/16/2014	Express Times	Filmmaking is a balancing act	A7
3/16/2014	Express Times	PSULV 2014 Summer Youth Camps Ad	M13
3/16/2014	Express Times	Your Gateway to Global Experience Ad	M11

3/19/2014	Lebanon Daily News	Science Coalition honors Congressman Charlie Dent	
3/19/2014	WFMZ Channel 69	Rep. Dent honored for support of scientific research	
3/26/2014	Bethlehem Press	College Notes: PSULV Undergraduate Research Symposium	A8
3/29/2014	Express Times	Lehigh Valley Conference West boys, Colonial League girls win in Via All-Star Basketball Classic	
3/30/2014	Express Times	DeSales University Ethics Bowl forces business students to make tough decisions	
4/1/2014	Lehigh Valley Marketplace	Happy Campers	42-43
4/4/2014	Morning Call	People Watch: Ann Williams	12
4/4/2014	Morning Call	Zoning Hearing Board to discuss exception for Circle of Seasons Charter School April 9	
4/6/2014	Morning Call	Information Technology: Marketing Communications Specialist	Scope 3
4/6/2014	Morning Call	In Your Town: PSULV	14
4/9/2014	Press Newspapers	8 Days a week; Valley Arts: Masters of Art	B1 Focus Section
4/9/2014	Press Newspapers	PSULV Faculty Lecture Series Announcement	Focus B7
4/12/2014	Morning Call	Events Planned Around the Valley	
4/29/2014	Express Times	Bosch Rexroth celebrates opening of fifth Bethlehem-area hydraulics manufacturing facility	
5/1/2014	Patriot News	College commencements - who is speaking where?	
5/1/2014	Upper Saucon Township & Center Valley Life	PSU Summer Programs	24
5/10/2014	Express Times	Actor John Ratzenberger tells Penn State Lehigh Valley graduates to keep high standards	
5/11/2014	Express Times	Cheers to the graduates'	Front page tease and front of Valley section A7
6/26/2014	Morning Call	Hires and promotions at Lehigh Valley businesses	22
6/30/2014	The Social Media Monthly	Penn State Grads' Social Media Goes Viral	Online
7/4/2014	Morning Call	Media and law groups to hold privacy forum at Penn State Lehigh Valley July 16	8
7/6/2014	Morning Call	Art Exhibits	Go 5
7/10/2014	Gant Daily	Committee Recommends 2.73 Percent Aggregate Base Tuition Increase for 2014-15	
7/15/2014	DigitalJournal.com	Grants Support Science, Technology, Engineering and Math Curricula	
7/15/2014	Express Times	School of Rocket	A7
7/15/2014	Morning Call	Tuition to rise almost 3 percent at Penn State	

7/16/2014	Morning Call	Experts warn of technology's privacy pitfalls	
7/16/2014	Plantengineering.com	Bosch Community Fund awards \$100,000 in educational grants	
7/16/2014	WFMZ Channel 69	Experts discuss privacy, technology at forum	Broadcast/Online
7/26/2014	Morning Call	Events Planned Around the Valley	
8/2/2014	Morning Call	Bosch Community Fund awards \$100,000 in educational grants	
8/4/2014	Express Times/Lehigh Valley Live	Hotel Bethlehem to open Main Street ice cream, coffee and gift shop	online
8/5/2014	Express Times	Penn State Lehigh Valley Day	A5
8/5/2014	Morning Call	The Shoppe at Hotel Bethlehem to open Penn State ice cream shop	
8/14/2014	Fig Bethlehem	Penn State Lehigh Valley Day	Email blast
8/14/2014	Morning Call	PSULV announces arts degree	15
8/20/2014	Express Times/Lehigh Valley Live	Penn State Lehigh Valley holds orientation for incoming students on Aug. 20, 2014	online
8/21/2014	Morning Call	Party with Penn State in Bethlehem	3
8/21/2014	WFMZ Channel 69	Penn State Lehigh Valley welcomes new students	Broadcast/Online
8/24/2014	Morning Call	Lehigh Valley Penn State Day	13
8/27/2014	The Press (Dining & Entertainment section)	Lion fans party	A14
8/27/2014	The Press Newspapers	8 Days a week; Valley Arts: Greg Weaver Urban folk	B1 Focus Section
8/31/2014	Morning Call	PSU fans gather at Tilted Kilt to watch season opener	24
9/7/2014	Morning Call	Fall Cultural Calendar	Go 2 & 3
9/10/2014	Press Newspapers	Weaver exhibit up for auction at PSU LV De Long Gallery	Online
9/14/2014	Morning Call (Special advertising section)	New Arts Administration degree	7
9/16/2014	Lehighvalleylive.com	Penn State viewing party to be held at SteelStacks for Michigan game	online
9/18/2014	Express Times	PSULV co-hosts viewing party for game against Michigan	C2
9/21/2014	Morning Call	Events Planned Around the Valley	
9/21/2014	Morning Call	An Allentown Arts Anchor: Rudy Ackerman	Go 2
9/22/2014	Express Times	Penn State Lehigh Valley Chancellor Ann M. Williams to retire	online
9/23/2014	Express Times	Penn State Lehigh Valley Chancellor Ann M. Williams to retire	A6
9/24/2014	Baltimore Sun	Former Penn State football coach Jay Paterno hopes to return to the sideline	
9/28/2014	Morning Call	Remembering a favorite Allentown Artist	Go 12
9/29/2014	Morning Call	Exhibit Pays Tribute to Favorite Allentown Artist	
9/30/2014	Morning Call	Penn State Should Keep Looking Forward Not back	Bill White Column
10/1/2014	The Press (Focus section)	Chancellor Williams Announces Retirement	B3
10/2/2014	Morning Call	Hires and Promotions around the Lehigh Valley	
10/4/2014	Express Times	ArtsQuest Oktoberfest hosts Bar Skills Challenge - photos	
10/5/2014	Morning Call	Events Planned Around the Valley	
10/9/2014	Morning Call	Top Lehigh Valley events include Professional Bull Riders, Penn State party at Oktoberfest	

10/11/2014	Express Times	Saturday's rain should clear out in time for Penn State viewing party this evening	
10/11/2014	Lehighvalleylive.com	A little bit of Beaver Stadium in Bethlehem	
10/11/2014	Morning Call	ArtPop Lehigh Valley to showcase area artwork	
10/16/2014	Waynesboro Record Herald	WOMEN'S VOLLEYBALL: Mont Alto secures spot in PSUAC semifinals	
10/28/2014	Express Times	Freedom-Liberty - or Liberty-Freedom - Day to raise money, school spirit for Bethlehem schools	
11/1/2014	Icon magazine	Greg Weaver Exhibit and Auction	Valley Beat Column
11/1/2014	Morning Call	Unequal opportunity for low-income undergrads at area colleges	
11/8/2014	Morning Call	Veterans Day observances in the Lehigh Valley	
11/10/2014	Morning Call	Jay Paterno speaks at PSULV: No light at end of tunnel	7
11/10/2014	Morning Call	On Penn State, the NCAA, emails and the Shawshank Redemption	
11/19/2014	Hazleton Standard Speaker	Penn State Hazleton Chancellor Serves as Tour Guide	
12/8/2014	Morning Call	Winners of ArtPop Lehigh Valley Announced	
12/8/2014	Morning Call/Centre Daily Times	Penn State's motion to dismiss Paterno-Kenney suit denied	
12/10/2014	Press Newspapers	8 Days a week: Valley Arts; Don't have a cow	Focus B1
12/10/2014	York Dispatch (Print & Online)	PS York drops pair of basketball games	
12/11/2014	Morning call	Bid on artwork by the late Greg Weaver	Go Picks p. 3 Go Guide
12/12/2014	WFMZ Channel 69	Art by a Special Artist Auctioned	Broadcast/Online
12/26/2014	Morning Call	Local Business Scene: Planner - Project Management Certificate	News 23
12/27/2014	Express Times/Lehigh Valley Live	Penn State wins, And so does THON with Pinstripe Bowl Party	Online and print
12/28/2014	Morning Call	Happy Valley: Penn Staters watch with jubilation as Nittany Lions make their victorious return to bowl game after sanctions	Front Page
Dec. 2014	Lehigh Valley Style Magazine	The Ronald K. De Long Gallery	Feature story

APPENDIX B- WEBSITE SURVEY

Website Survey Results

A pre-web update survey was conducted in September 2014 to get a feel for what faculty and staff thought about the state of the Penn State Lehigh Valley website. This survey asked questions about the frequency of visits to the site, which parts of the site could be improved upon, and which aspects of the site they were already pleased with. Below is a general summary of the survey results.

Survey Responses

Survey participants

Faculty: 15

Staff: 20

Frequency of Penn State Lehigh Valley website visits

Overall, it was found that staff tend to visit the Penn State Lehigh Valley website more frequently than faculty. Most participants stated that they visit the site “multiple times a day.”

Utilization of the website

Faculty and staff shared which purposes they use the Penn State Lehigh Valley website for most frequently. Overall, faculty and staff said the following were the four most popular uses for the site:

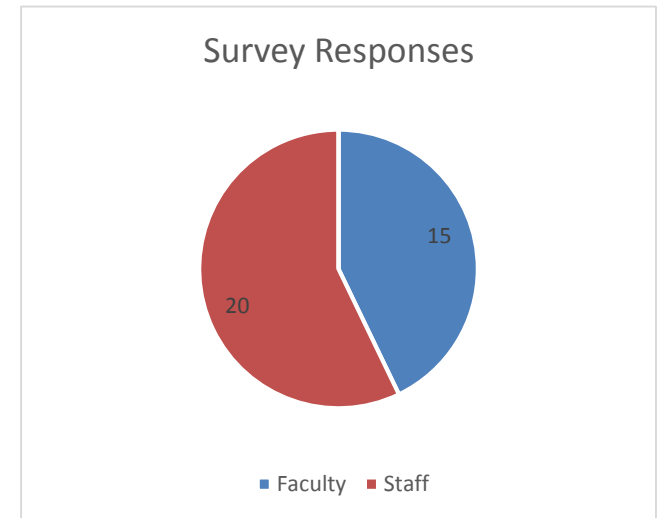
- Web services (such as email, ANGEL, etc.)
- Finding contact information (using the directory or otherwise)
- To keep up with Penn State Lehigh Valley news and events
- To find information about academics and degree programs offered

Ability to complete website functions

Most faculty and staff stated that they are “sometimes” able to complete the tasks they have set out to complete using the website. In addition, survey participants also stated that they “sometimes” find it easy to navigate through our site and locate specific information.

Overall website satisfaction

Most faculty and staff are “somewhat satisfied” with the current state of the Penn State Lehigh Valley site, but believe that this could be improved upon. Some general suggestions to improve satisfaction included increasing the amount of vibrant media on our site (videos, images, etc.), improving organization of site pages, updates/edits to the website content, and more.



Goals for Website

Based on the results of this survey, University Relations developed a few goals for improving the site. These goals are as follows:

1. Degree/Academic Program Pages

- a. Short-term: Improve consistency and vibrancy of current academic degree landing pages by developing a uniform template. This short-term goal is to be met by the end of 2014.
- b. Long-term: Create more consistent, interactive/exciting, and easy-to-navigate academic pages by cleaning up current content and repetitive text, as well as adding content such as success stories, informational videos, etc. This is to be completed by July 2015.

2. Campus Directory

- a. The Web Coordinator is currently working with Academic Affairs to clean up the faculty/staff directory within the Penn State Lehigh Valley website. This process will include removing any outdated directory entries and re-classifying faculty members based on their disciplines. This update should be completed by March 2015.

APPENDIX C- ACCESSIBILITY

Overview of Web Accessibility at Penn State Lehigh Valley

Testing and Remediation

The project started in September, 2012 with three basic scans using the Compliance Sheriff software package. The first scan used the NFB (National Federation of the Blind) checkpoints for testing, and tested only the top two levels of the website, and limited testing to 250 pages. The second scan used the WCAG2 (Web Content Accessibility Guidelines) checkpoints for testing, and also tested the top two levels of the website, limiting the test to 250 pages.

A third scan was also run, using the same NFB checkpoints. In this “full scan”, however, testing was done 20-levels deep (the maximum allowed in Compliance Sheriff), included .pdf and Microsoft Word documents, and an unlimited amount of pages, which resulted in a total of 1698 pages being tested.

In February, 2013, a fourth scan, using the WCAG2 checkpoints, was added which also tested 20-levels deep, including .pdf and Microsoft Word documents, and an unlimited amount of pages.

Testing is done monthly. Progress reports are submitted to the Web Liaisons Group at University Park annually. All scans provide five types of measurable data:

- Health Percentage
- Percentage Fail
- Priority 1 Issues
- All Issues
- Number of Pages tested

The initial NFB base scan in September, 2012 resulted in a Health Percentage of 24%, a Failure Percentage of 2.3%, 121 Priority 1 Issues, 170 issues overall, and there were 250 pages tested. As of the October, 2014 compliance deadline set by the agreement with the National Federation of the Blind, the Health Percentage was 100%, Failure Percentage was 0%, there were 0 Priority 1 Issues, 0 issues overall, and a total of 500 pages, 3-levels deep were tested (this increase to the base test occurred in May, 2014, when an upgrade to the Compliance Sheriff software package was made).

The initial WCAG2 base scan in September, 2012 resulted in a Health Percentage of 4%, a Failure Percentage of 7.2%, 237 Priority 1 Issues, 962 issues overall, and there were 250 pages tested. As of the October, 2014 compliance deadline, the Health Percentage was 100%, Failure Percentage was 0%, there were 0 Priority 1 Issues, 0 issues overall, and a total of 500 pages, 3-levels deep were tested.

See Health Score (below) for details.

Training

Several training sessions were held to bring awareness to the issue of accessibility, starting with an Accessibility Overview on campus in September, 2013, geared toward instructors. A series of accessibility workshops dealing with “Red Dot”, the Content Management System used to manage the Penn State Lehigh Valley website, were held in October, 2013 for web content editors.

In April, 2014 a new series of training sessions were held for staff and faculty. The first in the series was an accessibility overview, the second in the series was an introduction to accessibility principles used in Microsoft Word. The training sessions were recorded by the Media Innovation Center and were hosted online for those not able to attend in person. To date, a total of 90 employees have participated in the training sessions.

“Hands-on” accessibility workshops were held starting in July, 2014. These workshops allowed participants to become familiar with accessibility tools and techniques in Microsoft Word documents in a computer lab. To date, a total of 32 employees have participated in the “hands-on” workshops.

Recommended Academic Plans

A content management system was put in place for all campuses to handle Recommended Academic Plans in February, 2014. The new system was meant to not only standardize RAPs across campuses, but to make them accessible as well. Conversion started in August, 2014 and was finished in October, 2014.

Next Steps

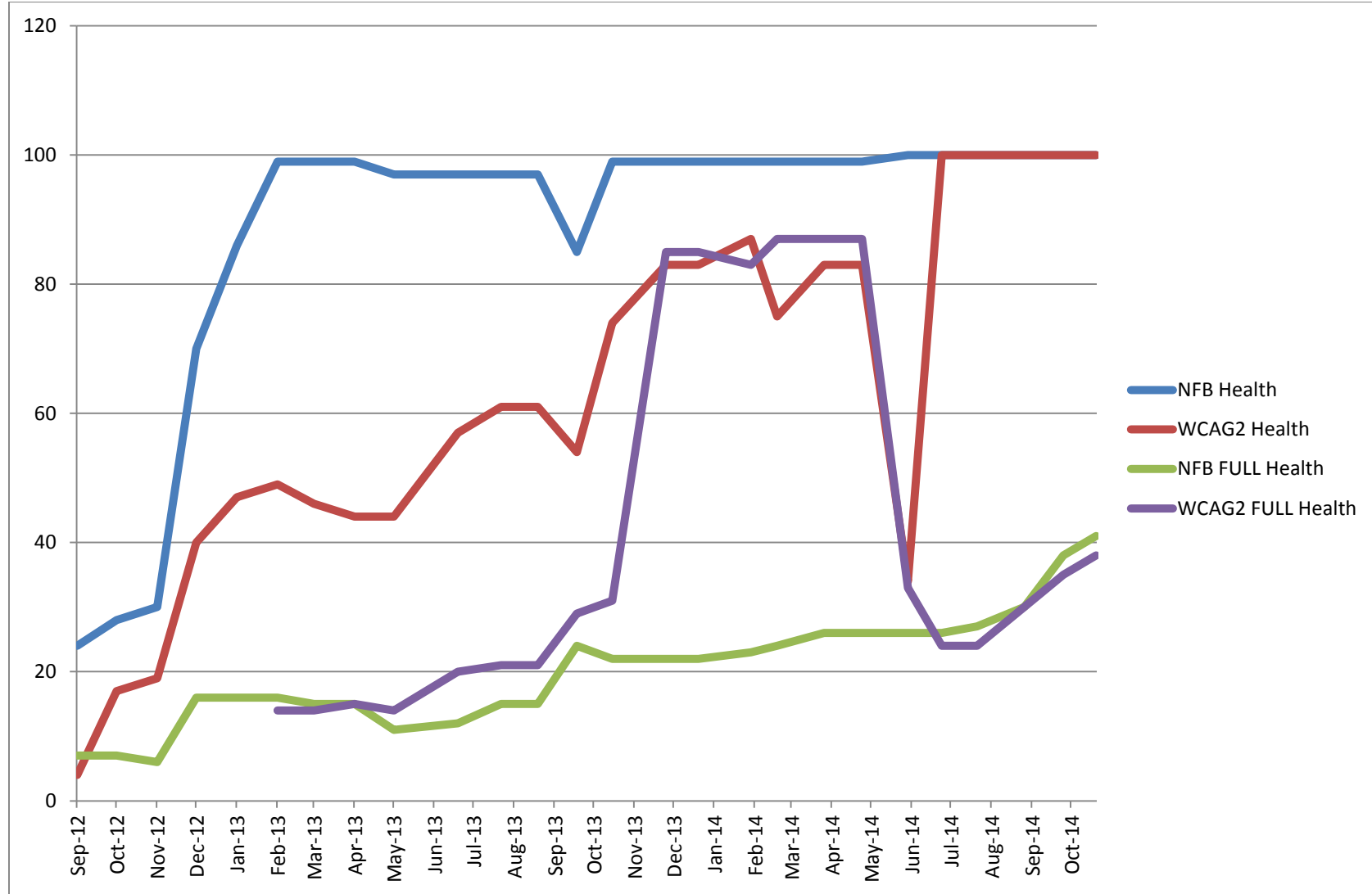
Training in the form of hands-on workshops will continue as needed.

A new Content Management System is scheduled to be launched in 2015, so accessibility compliance will need to be maintained during the conversion to the new system.

New checkpoints will be introduced in Compliance Sheriff to test the website for higher-levels of accessibility compliance.

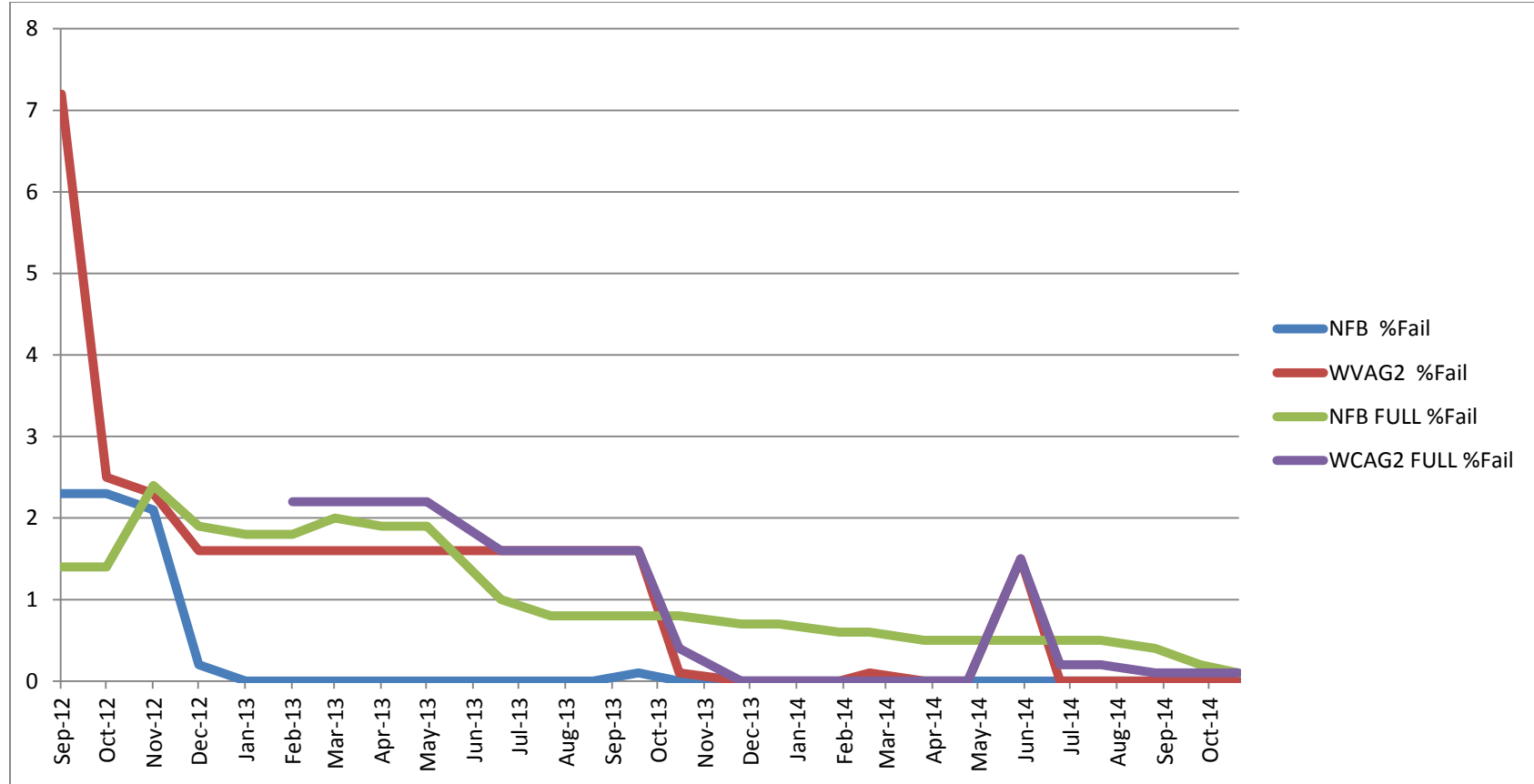
Continue remediation efforts to bring up the “full scan” results.

HEALTH SCORE



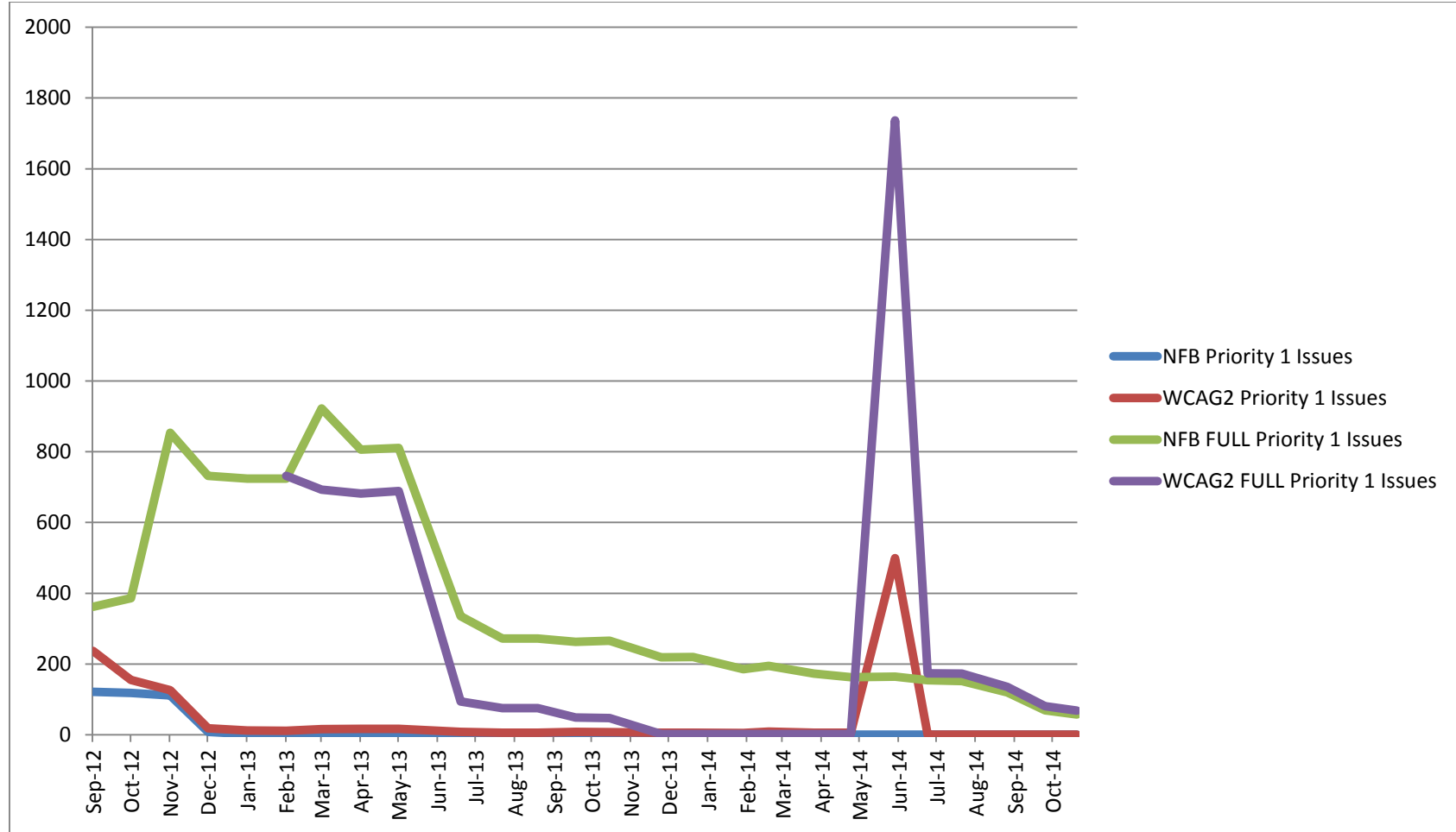
*WCAG2 FULL scan only started in February, 2013. Anomaly from November, 2013 to May, 2014 when scan criteria had changed, were not including .pdf and MS Word documents. Back on track with proper criteria used for June, 2014 onward.

FAILURE PERCENTAGE



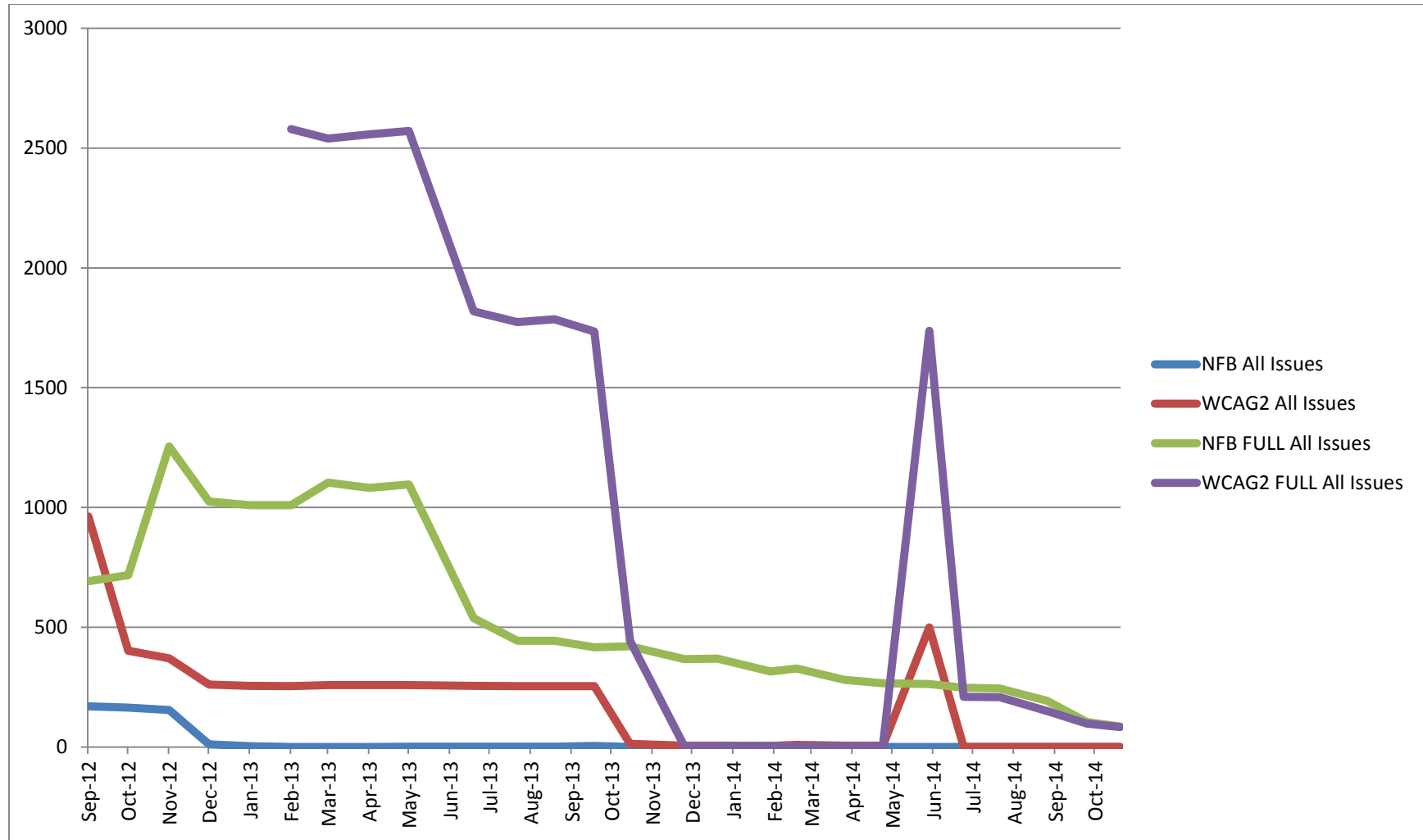
*WCAG2 FULL scan only started in February, 2013. Anomaly from November, 2013 to May, 2014 when scan criteria had changed, were not including .pdf and MS Word documents. Back on track with proper criteria used for June, 2014 onward.

PRIORITY 1 ISSUES



*WCAG2 FULL scan only started in February, 2013. Anomaly from November, 2013 to May, 2014 when scan criteria had changed, were not including .pdf and MS Word documents. Back on track with proper criteria used for June, 2014 onward. Spike in WCAG2 Priority 1 issues in June, 2014 due to coding error with Compliance Sheriff, error resolved and correct metrics restored for July, 2014 scan.

ALL ISSUES



*WCAG2 FULL scan only started in February, 2013. Anomaly from November, 2013 to May, 2014 when scan criteria had changed, were not including .pdf and MS Word documents. Back on track with proper criteria used for June, 2014 onward. Spike in WCAG2 Priority 1 issues in June, 2014 due to coding error with Compliance Sheriff, error resolved and correct metrics restored for July, 2014 scan.

APPENDIX D- ADVERTISING LOG

ADVERTISING 2014

VIDEO

- PBS: Weekly Prime Time Advertising
- CARMIKE 16 – Adult Learner video before all movies for first ½ of year. Has been updated to the Connected for Life Video
- Supplemented by University Park television placements – ESPN, Comedy Central, MTV, etc.

ONLINE

- Online Advertising - general awareness, Open Houses, etc. Fall and Spring
- WFMZ
- Morning Call
- Express Times
- Daily Collegian Online – online courses
- Google, CNN, Facebook, etc. (geo-targeted IPs)
- RADIO/WAEB iHeart Radio: Sept – Dec (During all football games)

PRINT

- Education Guides
- Morning Call
- Express Times
- USA Today
- Best of LV Edition
- Open House Ads in all Football programs in Lehigh Valley (21 total)
- Various Event Programs and niche publications, Bach Choir, Cocktails and Collecting, Community Music School, Firefighters calendar, ICON, etc.

OUTDOOR

- Poster billboards 6 weeks in March-April secondary roads
- Digital 4 weeks April – May Major Interstate
- Supplemented by University Park Outdoor Digital Billboards (University Branding) on all major arteries

MISCELLANEOUS

- Iron Pigs – outfield sign and sponsor night
- PPL Center – Concourse sign and Development box

APPENDIX E- SOCIAL MEDIA DATA

Twitter

June 2012 – 115 followers

June 2013 – 557 followers

Gained 442 followers—a 384% increase

June 2014- 1,036 followers

Gained 479 followers—a 85% increase

Facebook

Weekly Total Reach, June 2012 – 149 unique people

Weekly Total Reach, June 2013 – 1726 unique people

1,058% increase in weekly total reach (2012-13)

Weekly Total Reach, June 2014- 4,282 unique people

148% increase in weekly total reach (2013-14)

Instagram

Account started in August 2012

Grew from 0 followers to 141 followers, with largest increase coming after the start of #chancellorgram initiative. Added 67 followers when #chancellorgram campaign began (increase of 52%).

August 2014: 457 followers (202% increase from 2013-2014)

Successful campaigns:

#WeAre2016 for New Student Orientation 2012

#PSULVgrad for Commencement 2013

#chancellorgram

2013 THON coverage

#AltBreakLV for 2013 spring break trips

