Mission/Vision Statement
The mission of the Office of Marketing Communications and Government Relations is to develop marketing and communications strategies in cooperation with appropriate University departments to increase enrollment, fundraising and brand awareness among targeted audiences. Our charge is to provide advertising and public relations services that promote Wilkes programs and achievements to external and internal audiences. Our goal is to produce effective, award-winning publications and advertising, remain on the cutting edge of technology and advertising techniques, and implement consistent communications to grow enrollment, fundraising and brand awareness. In addition, we must build a government relation function that seeks to keep local and federal legislators informed of the University’s needs, accomplishments and economic impact on the region.

Students/Customers
We serve current and prospective students, parents and alumni. We also provide services to the Admissions Office, Graduate and Professional Studies, faculty, administration and local as well as federal government officials.

Program Objectives (PO)
- To increase self-generated inquiries and applications for undergraduates.
- To increase inquiries and applications for graduate programs.
- To build the number of stories in the media.
- To foster strong relationships with government officials.
- To connect with alumni via magazine and collateral materials developed for advancement.
- To heighten awareness of campus events among employees.

Key Assessment Activities
- Inquiries
- Applications
- Media Tracking
- Number of contacts/meetings with government officials
- Amount of funds appropriated
- Number of events scheduled
- Class Notes
- Readership Surveys

University Strategic Plan Goals (SPG)
1. Achieving excellence & growth in academic programs.
2. Developing a world-class support environment.
3. Valuing our people.

Strategic Alignment

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<thead>
<tr>
<th>Program Objectives (PO)</th>
<th>Alignment w/SPG</th>
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