

Roadways Outreach and Operations

1. Department Purpose and/or Mission Statement

The Outreach and Operations team provides support to all areas within Roadways to ensure engaging and inclusive events, as well as clear, concise and creative communications with faculty, staff, and students. In our strategic plan we have three main goals: (1) To plan and execute inclusive events for Roadways to increase student engagement and retention. (2) To develop a plan to ensure transparent communication with faculty and staff about Roadways. (3) To stay in communication with students by utilizing texting and social media.

2. List of Major Departmental Programs

- Convocation: In fall 2018, Roadways hosted this large ceremony and festivities for students and their families/support systems. Roadways is working to transition this event to Student Activities.
- 1Book/1Project/2Transform: Roadways hosts an annual series that brings members of the MSU Denver community together to read a common book, participate in facilitated book discussions, and engage in related community service projects.
- Honor Roll: Roadways celebrates academic success by recognizing all students at MSU Denver with a G.P.A. of 3.0 or higher. Students enter into a raffle to win prizes and receive an Honor Roll badge to share on social media.
- Marketing and Communications Support: The Outreach and Operations team supports the 10 areas within Roadways in all their marketing needs. This includes flier creation, website updates, t-shirt designs, etc.

3. Departmental Fast Facts

- a. **Number of employees**: One full-time staff, 6 student media, web, event planning, and graphics specialists.

4. Unique departmental attributes/characteristics

Roadways and Admissions are the only two departments within Enrollment Management/Student Affairs that have dedicated staff for marketing & communications and event planning.

5. Noteworthy accomplishments/highlights

- 2018 Convocation: 925 people (students, families, faculty, staff) attended.
- 2018 1Book/1Project/1Transform: All incoming students received a book at orientation, 389 people attend the author visit, and 17 faculty adopted the book for their course.
- Marketing Projects: 206 projects completed since January 2018 (65% graphic design and 35% videography/photography).
- Social Media: Created 65 posts and gained 206 followers on Instagram.
- Website: The creation of Roadways required combining 3 websites into 1. The [Roadways Website](#) went live January 2019.
- Marketing & Communications and Roadways: Roadways has been featured in 28 Early Bird Articles, eight 'Runner Articles, and 18 MSU Denver social media posts.

6. Most salient departmental challenges

The Outreach and Operations team has two big challenges: (1) Time to plan and complete projects. (2) Finding student employees with special skills to hire.

7. Brief description of how program impact/efficacy is assessed

We track numbers of people attending our events, following us on social media, and engaging with our website and collect qualitative information in surveys.