ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004

Area or Unit Name: EXTERNAL RELATIONS

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Section 1. Goals and Accomplishments

Goal 1:  Goal 1. Access and Diversity: Assist in the recruitment and retention of academically prepared culturally and ethnically diverse library faculty, staff and patrons.

- The Office of External Relations worked more closely with the Libraries' Outreach, Instruction and Exhibits areas in 2004. Our focus was on building a better system of communication between all communications and outreach personnel. Strides were made in establishing regular meetings with key personnel.
- The ER office has also served in a support capacity through the design and distribution of print publications for outreach purposes. More than 25 different publications including 4 new brochures targeting the audiences of faculty, graduate students, undergrads and TTU staff members were designed and distributed in a variety of settings.
- ER employees continued to support TTU recruiting and orientation events such as University Day and the TTU New Employee Orientation, by attending these events and distributing information about Library services for each group. The ER office took the lead in planning and organizing the annual Faculty Academic Contributions Exhibit. The 2004 event doubled in size from past years due to increased publicity and the decision to include a variety of formats for submission. Work on the exhibit included a full Web site with photos of each entry, designed as the beginning phase of promoting TTU faculty research to a global community.


- The Office of External Relations continued to promote the Libraries and the university to an expanding audience through presentations and news releases. Releases covering more than 30 topics were sent to local and area media.

Goal 3:  Goal 3. Engagement: Build community connections that enhance awareness of the libraries and the services they provide.

- The ER office continues to promote the libraries to the local community and to interact with various groups in order to build relationships. The Director of ER continued to sit on several community boards including Lubbock Reads and the Lubbock Independent School District's Partners in Education board.

Goal 4:  Goal 4. Partnerships: Build strategic partnerships and alliances with campus, community and professional organizations.

- The ER office embarked on a partnership with the College of Mass Communication in 2004. Through this partnership, the libraries were able to serve as the 'client' for Mass Comm.'s senior-level Public Relations Campaigns classes. This resulted in the compilation of valuable marketing data including statistical feedback from TTU students that will greatly assist in reaching students with appropriate information about library resources. The Libraries also provided 2 student internships for Mass Comm students and one paid Student Assistant position as well.


- In 2004 the Bob Knight Library Fund was used to purchase the equipment and software for the Digital Media Studio.
- Thanks to gifts from TTU Alumna Rebecca Larkin, new furnishings were purchased
and placed in the Reference area of the University Library. A press conference was held and presentation made to the donor.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
EXTERNAL RELATIONS

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

There is no qualitative information for the current year.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.