

**Department/Division/Unit
Harding University
2008-2009**

Public Relations

Institutional Mission/Goal Reference	Administrative Objectives	Means of Assessment/Criteria for Success
<p>Institutional Mission/Goal:</p> <p>7. The University provides and supports experiences that foster lasting relationships among students, faculty and staff.</p> <p>Unit Mission Statement:</p> <p>The Public Relations Office is responsible for printing all University publications, for disseminating information about the school, for maintaining good working relationships with the media, for providing photographic services, and for maintaining a positive public image of the school.</p>	<ol style="list-style-type: none"> 1. The Public Relations Office will provide media information concerning Harding activities. 2. The Public Relations Office will continue a comprehensive television advertising campaign in the state of Arkansas and will continue its print advertising campaign nationally. 3. The Public Relations Office will track and evaluate Harding's news coverage in newspapers nationwide. 	<ol style="list-style-type: none"> 1a. Harding news coverage will include exposure in 80 percent of Arkansas' daily and weekly newspapers. 1b. The number of news releases in 2008 will equal or surpass the 2007 totals. 2. Applications for fall 2009 will be monitored to measure any significant increases in the number of applications from Arkansas and nationwide. 3. News about Harding will appear in newspapers in at 30 states during the year.