Mission / Purpose

The Office of Communications, Public Relations and Marketing will continuously portray the University of New Orleans as a premier, comprehensive urban research university committed to providing educational excellence to a diverse undergraduate and graduate student body. This office will communicate information to constituents on and off campus through advertising, public relations tactics, and media involvement, including the Internet.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Increase image presence
Increase image presence in region and country

O/O 2: Increase earned media
Increase earned media through news stories/features

O/O 3: Provide timely, relevant information
Provide timely, relevant information to constituents

O/O 4: Increase potential student interest
Increase potential student interest