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

**Related Measures**

- **M 1: ROI on billboards, TV commercials and Internet efforts**
  ROI on billboards, TV commercials and Internet efforts
  Source of Evidence: Academic direct measure of learning - other
  **Target:** 90%

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

**Related Measures**

- **M 2: Analysis of media “hits”**
  Analysis of media “hits”
  Source of Evidence: Academic indirect indicator of learning - other
  **Target:** 80%

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

**Related Measures**

- **M 3: Interaction via social media networks**
  Interaction via social media networks, emails, etc.
  Source of Evidence: Academic indirect indicator of learning - other
  **Target:** 90%

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

**Related Measures**

- **M 4: Interactive advertisements and appearances**
  Interactive advertisements and appearances; work with Admissions department
  Source of Evidence: Academic indirect indicator of learning - other
  **Target:** 85%