Strategic Plan Priorities/Goals

• Build and sustain long-term relationships.
  – Increase mentions in local, regional, and national media.
  – Increase brand awareness to all members of the College community.
  – Share news and information about the College to multiple constituents.
Strategic Plan Priorities/Goals

• Provide high quality marketing communications.
  – Assist UG/Grad Admissions to recruit at the local, regional, national and international level through coordinated, integrated marketing efforts.
Areas of Strategic Investment

• Undergraduate/graduate recruitment
• The College website
• Additional printing equipment/capabilities
• Photography/video
• Online marketing (video, web, social media)
Undergraduate

Total Budget: $199,237
Graduate

$29,925, 26%  $38,611, 39%  $52,207, 46%

Total Budget: $120,743 (MarCom cost $70,743)
Note: The Graduate School contributed $50,000 to the marketing budget for FY14-15.
Awareness

Total Budget: $67,016

- $16,837, 25% (Television)
- $15,999, 24% (Sponsorships)
- $6,000, 9% (Outdoor)
- $28,180, 42% (Print)

$15,999, 24%
Assessment: Social Media

• Social Media Results
  – Twitter (@brockport)
    • 03/19/14: 4,355 followers
    • 03/19/15: 6,133 followers
  – Flickr
    • 537,149 views since October 2010 launch
  – YouTube
    • 03/19/14: 220,500 views
    • 03/19/15: 276,937 views
  – Facebook – www.facebook.com/thecollegeatbrockport
    • 03/19/14: 6,482 followers
    • 03/19/15: 8,840 followers
Assessment: Social Media

– Virtual Tour
  • Launched 2/15/13
  • More than 49,000 visitors from 50 states and more than 50 countries
  • Approx. 6.5% take some action
    (schedule visit, request more info, apply)
  • Approx. 1.1% visit Apply Now
Social Media

- [www.brockport.edu/connect](http://www.brockport.edu/connect)
  - Social media hub, find different ways to engage
- New platforms: Snapchat
- Customer Service, too
Assessment: Volume of jobs

- 2009-10: 1,052 jobs through D&P
- 2013-14: 1,229 jobs through D&P
  - That’s a 16.8% increase
  - Need to say no, better prioritize
    - 18% Arts & Performance (biggest client by volume)
    - 10% Advancement/Development
    - 9% UG Admissions
Assessment: UG Marketing

Chegg - Students 4,200
Chegg - Transfer Students 24
Subtotal 4,224

Data from 7/30/14 through 2/28/15

Cappex - Students 773
Subtotal 773

Data from 9/25/14 through 2/28/15

TOTAL 4,997
Assessment: UG Marketing

**Campaign Totals**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Cost</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>$48,779.57</td>
<td>7,318,173</td>
<td>11,572</td>
<td>0.16%</td>
<td>$4.22</td>
</tr>
</tbody>
</table>

**TOTALS:** $48,779.57 7,318,173 11,572 0.16% $4.22

**Totals by Media**

<table>
<thead>
<tr>
<th>Source</th>
<th>Cost</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>$17,267.53</td>
<td>783,039</td>
<td>2,556</td>
<td>0.33%</td>
<td>$6.76</td>
</tr>
<tr>
<td>Display</td>
<td>$31,512.04</td>
<td>6,535,134</td>
<td>9,016</td>
<td>0.14%</td>
<td>$3.50</td>
</tr>
</tbody>
</table>

**TOTALS:** $48,779.57 7,318,173 11,572 0.16% $4.22

Average CTR for "Education" is 0.16%. Campaign is performing at industry average.  
**Source: Doubleclick 11/14**

Results: September 2014 through February 2015
# Assessment: Graduate Marketing

## Campaign Totals

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Cost</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate</td>
<td>$17,491.19</td>
<td>2,538,946</td>
<td>5,522</td>
<td>0.22%</td>
<td>$3.17</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>$17,491.19</strong></td>
<td><strong>2,538,946</strong></td>
<td><strong>5,522</strong></td>
<td><strong>0.22%</strong></td>
<td><strong>$3.17</strong></td>
</tr>
</tbody>
</table>

## Totals by Media

<table>
<thead>
<tr>
<th>Source</th>
<th>Cost</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>$4,603.64</td>
<td>73,714</td>
<td>1,176</td>
<td>1.60%</td>
<td>$3.91</td>
</tr>
<tr>
<td>Display</td>
<td>$12,887.55</td>
<td>2,482,086</td>
<td>4,879</td>
<td>0.20%</td>
<td>$2.64</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>$17,491.19</strong></td>
<td><strong>2,555,800</strong></td>
<td><strong>6,055</strong></td>
<td><strong>0.24%</strong></td>
<td><strong>$2.89</strong></td>
</tr>
</tbody>
</table>

## Results

Results: September 2014 through February 2015
## Assessment: Recruitment

<table>
<thead>
<tr>
<th>Quantity</th>
<th>2015</th>
<th>diff</th>
<th>% Chng</th>
<th>2014</th>
<th>diff</th>
<th>% Chng</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applications</td>
<td>9171</td>
<td>-293</td>
<td>-3.10%</td>
<td>9464</td>
<td>895</td>
<td>10.44%</td>
<td>8569</td>
</tr>
<tr>
<td>Admits</td>
<td>4623</td>
<td>385</td>
<td>9.08%</td>
<td>4238</td>
<td>201</td>
<td>4.98%</td>
<td>4037</td>
</tr>
<tr>
<td>Deposits</td>
<td>435</td>
<td>43</td>
<td>10.97%</td>
<td>392</td>
<td>-25</td>
<td>-6.00%</td>
<td>417</td>
</tr>
<tr>
<td>Transfers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applications</td>
<td>1658</td>
<td>-131</td>
<td>-7.32%</td>
<td>1789</td>
<td>-106</td>
<td>-5.59%</td>
<td>1895</td>
</tr>
<tr>
<td>Admits</td>
<td>898</td>
<td>-121</td>
<td>-11.87%</td>
<td>1019</td>
<td>74</td>
<td>7.83%</td>
<td>945</td>
</tr>
<tr>
<td>Deposits</td>
<td>253</td>
<td>-4</td>
<td>-1.56%</td>
<td>257</td>
<td>23</td>
<td>9.83%</td>
<td>234</td>
</tr>
<tr>
<td>Graduate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Applications</td>
<td>657</td>
<td>41</td>
<td>6.65%</td>
<td>616</td>
<td>107</td>
<td>21.02%</td>
<td>509</td>
</tr>
<tr>
<td>Total Admits</td>
<td>298</td>
<td>-19</td>
<td>-5.99%</td>
<td>317</td>
<td>136</td>
<td>75.13%</td>
<td>181</td>
</tr>
<tr>
<td>Total Deposits</td>
<td>66</td>
<td>-16</td>
<td>-19.51%</td>
<td>82</td>
<td>16</td>
<td>24.24%</td>
<td>66</td>
</tr>
</tbody>
</table>
Staffing – 2009-2015

• 2009-10: 14.5 FTE
• Currently 14 FTE
  – Web Designer search going on now
• Two vacant lines
  – Marketing Communications
  – Printing Services
Staffing – Future Needs

• No anticipated hires during 2015-16
• In a perfect world
  – Marketing Assistant/Writer
  – Social Media/Video
Priority Needs Funding

- Not asking for any temporary or permanent funding
State Balance Rollover

- Printing
- Design & Production
- Marketing Communications

- Total: $152,854
Redeployment of Resources

• Spent more than $12,000 on additional photographic support
• Increased staff time on social media/video
• License and Resource Group - $24,645 YTD
• Photo archiving software
• Moved $10K from College Week Live to SMART Approach predictive modeling tool
Looking Toward 2015-16

- Web site
- Create marketing templates and online storefront for campus
- Potential TV commercial
- Social Media
- Saying no
Questions?