

# UNIVERSITY OF MISSOURI SYSTEM (Q1, FY19; Jul. 1 - Sep. 30, 2018)

## Communication metrics, systemwide

### >>MEDIA MENTIONS

#### Media mentions and reach, measured quarterly, year to date sum

|                       | MU, Total     | MU, QoQ | UMKC, Total   | UMKC QoQ | S&T, Total  | S&T, QoQ | UMSL, Total   | UMSL QoQ | Systemwide, Total |
|-----------------------|---------------|---------|---------------|----------|-------------|----------|---------------|----------|-------------------|
| Media mentions        | 12,917        |         | 6,670         |          | 1,859       |          | 2,647         |          | 24,093            |
| Potential reach (sum) | 7,373,731,925 |         | 3,512,934,565 |          | 818,461,499 |          | 1,553,473,464 |          | 13,258,601,453    |

### >>SOCIAL MEDIA

#### Meaningful engagements, systemwide, measured quarterly, year to date sum

|          | MU, Total | MU, QoQ | UMKC, Total | UMKC QoQ | S&T, Total | S&T, QoQ | UMSL, Total | UMSL QoQ | Systemwide, Total |
|----------|-----------|---------|-------------|----------|------------|----------|-------------|----------|-------------------|
| Facebook | 139,098   |         | 14,573      |          | 73,516     |          | 17,329      |          | 244,516           |
| Twitter  | 132,915   |         | 15,350      |          | 15,282     |          | 9,329       |          | 172,876           |

### >>STUDENT

#### Fall 2019 applications and enrollments (freshmen, transfer, graduate students), measured quarterly, year to date sum

|                                       | MU, Total | MU, QoQ | UMKC, Total | UMKC QoQ | S&T, Total | S&T, QoQ | UMSL, Total | UMSL QoQ | Systemwide, Total |
|---------------------------------------|-----------|---------|-------------|----------|------------|----------|-------------|----------|-------------------|
| Applications to date                  | 5,843     |         | 1,557       |          | 1,141      |          | 822         |          | 9,363             |
| Enrollments to date                   | 331       |         | 0           |          | 1          |          | 0           |          | 332               |
| Current students (fall day 1, annual) | 29,443    | N/A     | 16,936      | N/A      | 8,835      | N/A      | 16,989      | N/A      | 72,203            |

### >>WEB

#### Visits to primary 'apply now' page, measured quarterly, year to date sum

|                  | MU, Total | MU, QoQ | UMKC, Total | UMKC QoQ | S&T, Total | S&T, QoQ | UMSL, Total | UMSL QoQ | Systemwide, Total |
|------------------|-----------|---------|-------------|----------|------------|----------|-------------|----------|-------------------|
| Unique pageviews | 42,059    |         | 42,982      |          | 27,036     |          | 15,043      |          | 127,120           |

**>>MARKETING****Systemwide spend per student (fall total headcount), measured annually, annual average**

|                          | MU, Total | UMKC, Total | S&T, Total | UMSL, Total | Systemwide, Total |
|--------------------------|-----------|-------------|------------|-------------|-------------------|
| Marketing outreach spend | \$62.67   | \$28.98     | \$21.29    | \$59.36     | \$43.08           |

**>>PERSONNEL (CENTRAL COMMUNICATIONS ONLY)****Salary and benefit cost, per student, measured quarterly, year to date average**

|                                       | MU, Total | MU, QoQ | UMKC, Total | UMKC QoQ | S&T, Total | S&T, QoQ | UMSL, Total | UMSL QoQ | Systemwide, Total |
|---------------------------------------|-----------|---------|-------------|----------|------------|----------|-------------|----------|-------------------|
| Staff salary                          | \$ 14.44  |         | \$ 27.79    |          | \$ 29.75   |          | \$ 13.70    |          | \$21.42           |
| Staff benefit cost                    | \$ 5.15   |         | \$ 9.61     |          | \$ 10.46   |          | \$ 3.83     |          | \$7.26            |
| Total                                 | \$ 19.59  | N/A     | \$ 37.40    | N/A      | \$ 40.21   | N/A      | \$ 17.53    | N/A      | \$28.68           |
| Headcount (as of last day of quarter) | 26        | N/A     | 34          | N/A      | 18         | N/A      | 20          | N/A      | 98                |

# UNIVERSITY OF MISSOURI-COLUMBIA (MU)

## Communication metrics and marketing goals

### >>GOALS

#### Top 3 communication and marketing goals

1. Drive enrollment
2. Boost positive insitutional reputation
3. Increase positive engagement with all stakeholders

### >> MEDIA MENTIONS

#### Media mentions and potential reach, quarterly

|                       | Q1            | Q2 | Q3 | Q4 | YTD           | QoQ Change |
|-----------------------|---------------|----|----|----|---------------|------------|
| Media mentions        | 12,917        |    |    |    | 12,917        | #VALUE!    |
| Potential reach (sum) | 7,373,731,925 |    |    |    | 7,373,731,925 | #VALUE!    |

### >>MARKETING

#### Marketing outreach spend (fall total headcount), annual

|                            | Annual   |
|----------------------------|----------|
| Spend per student (annual) | \$ 62.67 |

### >>PERSONNEL

#### Salary and benefit cost, per student, quarterly

|                                       | Q1    | Q2 | Q3 | Q4 | YTD Avg. | QoQ Change |
|---------------------------------------|-------|----|----|----|----------|------------|
| Staff salary                          | 14.44 |    |    |    | \$ 14.44 | #VALUE!    |
| Staff benefit cost                    | 5.15  |    |    |    | \$ 5.15  | #VALUE!    |
| Headcount (as of last day of quarter) | 26    |    |    |    | 26       |            |

### >>SOCIAL MEDIA

#### Followers and meaningful engagements, quarterly

|                             | Q1      | Q2 | Q3 | Q4 | YTD     | QoQ Change |
|-----------------------------|---------|----|----|----|---------|------------|
| Total followers, Facebook   | 256,439 |    |    |    | 256,439 | #VALUE!    |
| Total engagements, Facebook | 139,098 |    |    |    | 139,098 | #VALUE!    |

|                            |         |         |         |
|----------------------------|---------|---------|---------|
| Total followers, Twitter   | 121,841 | 121,841 | #VALUE! |
| Total engagements, Twitter | 132,915 | 132,915 | #VALUE! |

## >>STUDENT

### Fall 2019 applications and enrollments (freshmen, transfer, graduate students), year to date

|                                       | Q1    | Q2 | Q3 | Q4 | YTD/Annual | QoQ Change |
|---------------------------------------|-------|----|----|----|------------|------------|
| Applications to date                  | 5,843 |    |    |    | 5,843      | #VALUE!    |
| Enrollments to date                   | 331   |    |    |    | 331        | #VALUE!    |
| Current students (fall day 1, annual) |       |    |    |    | 29,443     |            |

## >>WEB

### Unique pageviews, quarterly

|            | Q1      | Q2 | Q3 | Q4 | YTD     | QoQ Change |
|------------|---------|----|----|----|---------|------------|
| Homepage   | 447,239 |    |    |    | 447,239 | #VALUE!    |
| Admissions | 42,059  |    |    |    | 42,059  | #VALUE!    |

# UNIVERSITY OF MISSOURI-KANSAS CITY (UMKC)

## Communication metrics and marketing goals

### >>GOALS

#### *Top 3 communication and marketing goals*

1. Support student recruitment and retention goals, particularly undergraduate.
2. Raise positive public awareness of UMKC in the greater Kansas City region, including in support of fund-raising and friend-raising.
3. Deliver high quality and high value marketing and communications strategies and services that elevate both the university and individual units.

### >>ACTIVITY, GRAPHIC DESIGN

#### *Recent print and graphic design activity, quarterly*

|                    | Q1  | Q2 | Q3 | Q4 | YTD | QoQ Change  |
|--------------------|-----|----|----|----|-----|-------------|
| Number of projects | 168 |    |    |    |     | 168 #VALUE! |

### >>ACTIVITY, RECRUITMENT MARKETING MIX

#### *UMKC marketing mix undergraduate campaign, annual*

|                  | Annual    |
|------------------|-----------|
| Total market mix | \$374,712 |

### >>EARNED MEDIA

#### *Media mentions and reach, quarterly*

|                | Q1            | Q2 | Q3 | Q4 | YTD           | QoQ Change |
|----------------|---------------|----|----|----|---------------|------------|
| Media mentions | 6,670         |    |    |    | 6,670         | #VALUE!    |
| Reach (sum)    | 3,512,934,565 |    |    |    | 3,512,934,565 | #VALUE!    |

### >>MARKETING

#### *Marketing outreach spend (fall total headcount), annual*

|                            | Annual  |
|----------------------------|---------|
| Spend per student (annual) | \$28.98 |

### >>PERSONNEL\*

#### *Salary and benefit cost, per student, quarterly*

|  | Q1 | Q2 | Q3 | Q4 | YTD Avg. | QoQ Change |
|--|----|----|----|----|----------|------------|
|--|----|----|----|----|----------|------------|

|                                       |         |    |       |       |
|---------------------------------------|---------|----|-------|-------|
| Staff salary                          | \$27.79 | \$ | 27.79 | #REF! |
| Staff benefit cost                    | \$9.61  | \$ | 9.61  | #REF! |
| Headcount (as of last day of quarter) | 34      |    | 34    |       |

## &gt;&gt;SOCIAL MEDIA

**Followers and meaningful engagements, quarterly**

|                              | Q1     | Q2 | Q3 | Q4 | YTD    | QoQ Change |
|------------------------------|--------|----|----|----|--------|------------|
| Total followers, Facebook    | 31,331 |    |    |    | 31,331 | #REF!      |
| Total engagements, Facebook  | 14,573 |    |    |    | 14,573 | #REF!      |
| Total followers, Instagram   | 3,943  |    |    |    | 3,943  | #REF!      |
| Total engagements, Instagram | 7,075  |    |    |    | 7,075  | #REF!      |
| Total followers, Twitter     | 11,659 |    |    |    | 11,659 | #REF!      |
| Total engagements, Twitter   | 15,350 |    |    |    | 15,350 | #REF!      |

## &gt;&gt;STUDENT

**Fall 2019 Applications and enrollments (freshmen, transfer, graduate students), year**

|                                       | Q1    | Q2 | Q3 | Q4 | YTD/Annual | QoQ Change |
|---------------------------------------|-------|----|----|----|------------|------------|
| Applications to date                  | 1,557 |    |    |    | 1557       | #REF!      |
| Enrollments to date                   | 0     |    |    |    | 0          | #REF!      |
| Current students (fall day 1, annual) |       |    |    |    | 16,936     |            |

## &gt;&gt;WEB

**Unique pageviews, quarterly**

|            | Q1      | Q2 | Q3 | Q4 | YTD     | QoQ Change |
|------------|---------|----|----|----|---------|------------|
| Homepage   | 839,080 |    |    |    | 839,080 | #VALUE!    |
| Admissions | 42,982  |    |    |    | 42,982  | #VALUE!    |

\* As of July 1, 2018, UMKC staff total includes every FT marketing and communication staff member employed at the university. We switched to shared services model, so the work to support central administration is intertwined with the work we do for ALL academic units, other support units, centers and institutes. Individuals on our staff support multiple projects that cut across central administration and the rest of campus.

# MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY (Missouri S&T)

## Communication metrics and marketing goals

### >>GOALS

#### Top 3 communication and marketing goals

1. Raise visibility of Missouri S&T as a leading STEM-focused research university
2. Expand "share of voice" among peer institutions
3. Support relevant outreach and visibility efforts as they pertain to the Missouri Compacts

### >>ACTIVITY, GRAPHIC DESIGN

#### Recent print and graphic design activity, quarterly

|                                | Q1      | Q2 | Q3 | Q4 | YTD     | QoQ Change |
|--------------------------------|---------|----|----|----|---------|------------|
| Student recruitment            | 13      |    |    |    |         | 13 #VALUE! |
| Advancement/Alumni Relations   | 18      |    |    |    |         | 18 #VALUE! |
| Departmental support           | 30      |    |    |    |         | 30 #VALUE! |
| Athletics                      | 6       |    |    |    |         | 6 #VALUE!  |
| Other (signage, apparel, etc.) | 40      |    |    |    |         | 40 #VALUE! |
| Total impressions              | 342,969 |    |    |    | 342,969 | #VALUE!    |

### >>ACTIVITY, MARKETING TO INFLUENCERS

#### Marketing to influencer publications, quarterly

|                                    | Q1     | Q2 | Q3 | Q4 | YTD    | QoQ Change |
|------------------------------------|--------|----|----|----|--------|------------|
| Annual research magazine, quantity |        |    |    |    | 2,200  |            |
| Annual research magazine, reach    |        |    |    |    | 1,300  |            |
| E-newsletter editions, quantity    | 2      |    |    |    | 2      | #VALUE!    |
| E-newsletter editions, reach       | 767    |    |    |    | 767    | #VALUE!    |
| E-newsletter, open rate (avg.)     | 25.30% |    |    |    | 25.30% | #VALUE!    |
| Postcards, quantity                | 1      |    |    |    | 1      | #VALUE!    |
| Postcards, reach                   | 12,489 |    |    |    | 12489  | #VALUE!    |

### >>ACTIVITY, DIGITAL MARKETING

#### Recent web and digital marketing activity, quarterly

|  | Q1 | Q2 | Q3 | Q4 | YTD | QoQ Change |
|--|----|----|----|----|-----|------------|
|--|----|----|----|----|-----|------------|

|                                 |         |         |         |
|---------------------------------|---------|---------|---------|
| Academic support, quantity      | 17      | 17      | #VALUE! |
| Academic support, reach         | 82,294  | 82,294  | #VALUE! |
| Adv./Alumni relations, quantity | 5       | 5       | #VALUE! |
| Adv./Alumni relations, reach    | 8,235   | 8,235   | #VALUE! |
| Exec. communications, quantity  | 13      | 13      | #VALUE! |
| Exec. communications, reach     | 81,269  | 81,269  | #VALUE! |
| Internal and other, quantity    | 44      | 44      | #VALUE! |
| Internal and other, reach       | 140,573 | 140,573 | #VALUE! |

**>>ACTIVITY, WEB****Recent web and digital activity, quarterly**

|                            | Q1  | Q2 | Q3 | Q4 | YTD | QoQ Change |
|----------------------------|-----|----|----|----|-----|------------|
| Direct website work        | 401 |    |    |    | 401 | #VALUE!    |
| Content author web support | 201 |    |    |    | 201 | #VALUE!    |
| Training                   | 12  |    |    |    | 12  |            |
| Mass email builds/projects | 60  |    |    |    | 60  | #VALUE!    |
| Social media posts         | 301 |    |    |    | 301 |            |
| Webmaster/social media     | 599 |    |    |    | 599 |            |

**>>MEDIA MENTIONS****Media mentions and potential reach, quarterly**

|                              | Q1          | Q2 | Q3 | Q4 | YTD         | QoQ Change |
|------------------------------|-------------|----|----|----|-------------|------------|
| Media mentions               | 1,859       |    |    |    | 1,859       | #VALUE!    |
| Potential reach              | 818,461,499 |    |    |    | 818,461,499 | #VALUE!    |
| Share of voice, earned media | 19.20%      |    |    |    | 0.192       | #VALUE!    |

**>>MARKETING****Marketing outreach spend (fall total headcount), annual**

|                            | Annual  |
|----------------------------|---------|
| Spend per student (annual) | \$21.29 |

**>>PERSONNEL****Salary and benefit cost, per student, quarterly**

|              | Q1      | Q2 | Q3 | Q4 | YTD Avg. | QoQ Change |
|--------------|---------|----|----|----|----------|------------|
| Staff salary | \$29.75 |    |    |    | \$29.75  | #VALUE!    |

|  |         |         |         |
|--|---------|---------|---------|
| <b>Staff benefit cost</b>                    | \$10.46 | \$10.46 | #VALUE! |
| <b>Headcount</b> (as of last day of quarter) | 18      | 18      |         |

## >>SOCIAL MEDIA

### Followers and meaningful engagements, quarterly

|                              | Q1     | Q2 | Q3 | Q4 | YTD    | QoQ Change |
|------------------------------|--------|----|----|----|--------|------------|
| Total followers, Facebook    | 26,497 |    |    |    | 26,497 | #VALUE!    |
| Total engagements, Facebook  | 73,516 |    |    |    | 73,516 | #VALUE!    |
| Total referrals, Facebook    | 11,957 |    |    |    | 11,957 |            |
| Total followers, Instagram   | 4,677  |    |    |    | 4,677  | #VALUE!    |
| Total engagements, Instagram | 7,321  |    |    |    | 7,321  | #VALUE!    |
| Total referrals, Instagram   | 151    |    |    |    | 151    |            |
| Total followers, Twitter     | 12,692 |    |    |    | 12,692 | #VALUE!    |
| Total engagements, Twitter   | 15,282 |    |    |    | 15,282 | #VALUE!    |
| Total referrals, Twitter     | 2,479  |    |    |    | 2,479  |            |
| Share of voice, social media | 49%    |    |    |    | 0      | #VALUE!    |

SOV w/ 2 comparators (Colo. School of Mines, Michigan Tech)

## >>STUDENT

### Fall 2019 Applications and enrollments (freshmen, transfer, graduate students), ye:

|                                       | Q1    | Q2 | Q3 | Q4 | YTD/Annual | QoQ Change |
|---------------------------------------|-------|----|----|----|------------|------------|
| Applications to date                  | 1,141 |    |    |    | 1141       | #VALUE!    |
| Enrollments to date                   | 1     |    |    |    | 1          | #VALUE!    |
| Current students (fall day 1, annual) |       |    |    |    | 8,835      |            |

## >>TOP 5 GATEWAY FEATURES

### Most viewed features by non-campus visitors, quarterly

**Q1.** Rock-and-roll grandpa earns doctoral degree ... (May 23, 2018 - 2,517 pageviews) <http://news.mst.edu/2018/05/rock-and-roll-grandpa-earns-doctoral-degree-for-research-on-using-desert-shrub-as-asphalt-recycling-agent/>

**Q2.** Our grads are going places (May 9, 2018 - 2,297 pageviews) <http://news.mst.edu/2018/05/going-places-2/>

**Q3.** A conversation on LGBTQ campus life (June 5, 2018 - 1,160 pageviews) - <http://news.mst.edu/2018/06/a-conversation-on-lgbtq-campus-life/>

**Q4.** Fireworks 101: Behind the scenes of a pyrotechnics class (June 27, 2018 - 966 pageviews) - <http://news.mst.edu/2018/06/fireworks-101-behind-the-scenes-of-a-pyrotechnics-class/>

**Q5.** Landing a job at Microsoft (July 17, 2018 - 887 pageviews) - <http://news.mst.edu/2018/07/landing-a-job-at-microsoft/>

**YTD1.** Starting college 101: advice for new students (Aug 14, 2018 - 1,367 pageviews) - <http://news.mst.edu/2018/08/starting-college-101-advice-for-new-students/>

**YTD2.** Landing a job at Microsoft (July 17, 2018 - 979 pageviews) - <http://news.mst.edu/2018/07/landing-a-job-at-microsoft/>

**YTD3.** Fireworks 101: Behind the scenes of a pyrotechnics class (June 27, 2018 - 748 pageviews) - <http://news.mst.edu/2018/06/fireworks-101-behind-the-scenes-of-a-pyrotechnics-class/>

**YTD4.** Missouri S&T biochemical engineer patents low-cost method of removing bacterial toxins from fluids (July 12, 2018 - 651 pageviews) - <http://news.mst.edu/2018/07/missouri-st-biochemical-engineer-patents-low-cost-method-of-removing-bacterial-toxins-from-fluids/>

**YTD5.** Researcher finds another good reason to trust your gut -- and your ear (July 16, 2018 - 577 pageviews) <http://news.mst.edu/2018/07/missouri-st-researcher-finds-another-good-reason-to-trust-your-gut/>

## >>WEB

### Unique pageviews, quarterly

|   | Q1      | Q2 | Q3 | Q4 | YTD     | QoQ Change |
|---|---------|----|----|----|---------|------------|
| <b>Homepage</b>                                     | 218,483 |    |    |    | 218,483 | #VALUE!    |
| <b>Homesuite</b>                                    | 152,676 |    |    |    | 152,676 | #VALUE!    |
| <b>Admissions</b> ( <i>futurestudents.mst.edu</i> ) | 27,036  |    |    |    | 27,036  | #VALUE!    |

# UNIVERSITY OF MISSOURI-ST. LOUIS (UMSL)

## Communication metrics and marketing goals

### >>GOALS

#### Top 3 communication and marketing goals

1. Plan and implement integrated marketing communications strategies to enhance UMSL's overall brand awareness, institutional reputation and student recruitment.
2. Increase the year-end number of UMSL Daily posts through a broader use of short form articles, videos, photos, infographics and social
3. Increase overall website traffic to umsl.edu with a focus on increasing traffic to key landing pages for admissions, applications, campus tours, and

### >>ACTIVITY, GRAPHIC DESIGN

#### Recent print and graphic design activity, quarterly

|                    | Q1  | Q2 | Q3 | Q4 | YTD | QoQ Change  |
|--------------------|-----|----|----|----|-----|-------------|
| Number of projects | 119 |    |    |    |     | 119 #VALUE! |

### >>MEDIA MENTIONS

#### Media mentions and potential reach, quarterly

|                       | Q1            | Q2 | Q3 | Q4 | YTD           | QoQ Change |
|-----------------------|---------------|----|----|----|---------------|------------|
| Media mentions        | 2,647         |    |    |    | 2,647         | #VALUE!    |
| Potential reach (sum) | 1,553,473,464 |    |    |    | 1,553,473,464 | #VALUE!    |

### >>MARKETING

#### Marketing outreach spend (fall total headcount), annual/quarterly

|                            | Q1         | Q2 | Q3 | Q4 | YTD/Annual | QoQ Change |
|----------------------------|------------|----|----|----|------------|------------|
| Spend per student (annual) |            |    |    |    | \$59.36    |            |
| Paid impressions           | 40,065,649 |    |    |    | 40,065,649 | #VALUE!    |

### >>OWNED MEDIA

#### UMSL Daily original content articles/feature stories posted, quarterly

|                          | Q1 | Q2 | Q3 | Q4 | YTD | QoQ Change |
|--------------------------|----|----|----|----|-----|------------|
| Articles/Feature Stories | 99 |    |    |    | 99  | #VALUE!    |

### >>PERSONNEL

#### Salary and benefit cost, per student, quarterly

|  | Q1 | Q2 | Q3 | Q4 | YTD Avg. | QoQ Change |
|--|----|----|----|----|----------|------------|
|--|----|----|----|----|----------|------------|

|  |         |         |         |
|--|---------|---------|---------|
| <b>Staff salary</b>                          | \$13.70 | \$13.70 | #VALUE! |
| <b>Staff benefit cost</b>                    | \$3.83  | \$3.83  | #VALUE! |
| <b>Headcount</b> (as of last day of quarter) | 20      | 20      |         |

## &gt;&gt;SOCIAL MEDIA

**Followers and meaningful engagements, quarterly**

|                                    | Q1    | Q2 | Q3 | Q4 | YTD    | QoQ Change |
|------------------------------------|-------|----|----|----|--------|------------|
| <b>Total followers, Facebook</b>   | 18582 |    |    |    | 18,582 | #VALUE!    |
| <b>Total engagements, Facebook</b> | 17329 |    |    |    | 17,329 | #VALUE!    |
| <b>Total followers, Twitter</b>    | 7223  |    |    |    | 7,223  | #VALUE!    |
| <b>Total engagements, Twitter</b>  | 9329  |    |    |    | 9,329  | #VALUE!    |

## &gt;&gt;STUDENT

**Fall 2019 Applications and enrollments (freshmen, transfer, graduate students), year**

|  | Q1  | Q2 | Q3 | Q4 | YTD/Annual | QoQ Change |
|--|-----|----|----|----|------------|------------|
| <b>Applications to date</b>                  | 822 |    |    |    | 822        | #VALUE!    |
| <b>Enrollments to date</b>                   | 0   |    |    |    | 0          | #VALUE!    |
| <b>Current students</b> (fall day 1, annual) |     |    |    |    | 16,989     |            |

## &gt;&gt;WEB

**Unique pageviews and posts, quarterly**

|                                     | Q1      | Q2 | Q3 | Q4 | YTD       | QoQ Change |
|-------------------------------------|---------|----|----|----|-----------|------------|
| <b>Homepage</b>                     | 308998  |    |    |    | 308,998   | #VALUE!    |
| <b>Admissions, application page</b> | 15043   |    |    |    | 15,043    | #VALUE!    |
| <b>Admissions, all related</b>      | 109222  |    |    |    | 109,222   | #VALUE!    |
| <b>Full site</b>                    | 1891985 |    |    |    | 1,891,985 | #VALUE!    |
| <b>UMSL Daily blog</b>              | 77437   |    |    |    | 77,437    | #VALUE!    |

**UMSL MarCom Staffing (20 FTE)**

Associate Vice Chancellor – Provides overall leadership and strategy to the unit, manages executive communications, serves as lead spokesperson

Assistant Vice Chancellor – Leads all university and college level marketing efforts including writer/digital content, graphic design, media buys/placements, and fiscal functions.

- Three graphic designers providing centralized services for the entire university – from brochures and posters to digital and print advertising.
- Three staff (manager, graphic designer, and marketing associate) who lead all event and marketing efforts for the Touhill Performing Arts Center.
- One marketing writer providing original content for print and digital marketing as well as copy editing.
- One marketing associate who manages projects, timelines and billing.

Director of Communications – Leads university public relations, content, web and digital communications.

- Four PR writers providing all content for UMSL Daily (an award winning news source), content for UMSL Magazine (a biannual print publication),

- coordinate media relations/faculty experts, and manage university social media.
- One campus photographer supporting all campus units.
- Four website staff including a backend web programmer, a frontend web designer, and two content specialists responsible for website updates, unit-level training/support, and CRM integration.

### **UMSL Unique Characteristics**

- Unique founding with the UM System formed at the same time as UMSL, unlike the other three universities which are much older.
- Saturated market for higher education in St. Louis, with UMSL's niche as the only public research university in the region.
- UMSL provides access to a high-quality education at an affordable price; Serious Education, Serious Value.
- Outstanding programs in criminology/criminal justice, psychology, cybersecurity, biochemistry, biotechnology and business, all areas that fit the needs of the St. Louis region.
- Only College of Optometry in the state of Missouri.
- Highest transfer student population, where 75% of first-time undergraduates are transfers.
- Older student population (average age is 28 overall, and 24 for undergraduates).
- Heavily a commuter campus, although with goals of becoming more residential.
- Given its youth, UMSL tends to be more flexible and able to seize on opportunities; one example is landing the headquarters and IT operations of Express Scripts on the campus, which provides a unique model nationally for an academic-corporate partnership.
- UMSL is a major player in the entrepreneur/innovation scene in the region, such as being a founding partner of CORTEX and establishing UMSL Accelerator.
- Strong alumni base with a heavy presence in the St. Louis region □ we educate and provide the workforce for St. Louis far more than any other institution!

# UM SYSTEM COMMUNICATION METRICS

## Explanation of terms

### >>ALL

#### ***Pertaining to document globally***

*Quarters follow the University's fiscal year (July 1 to June 30), unless otherwise specified*

*Quarter-over-quarter (QoQ) displays change between current/most recent quarter available and the quarter immediately preceding it.*

### >>GOALS

#### ***Results sought by communication and marketing efforts***

*Each department sets goals for each fiscal year; these goals make up a portion of each university's goals.*

### >>MARKETING

#### ***Paid promotional content and placements, measured on a year-to-date basis***

*Includes actual spend on marketing outreach efforts, including billboards, paid social media placements, advertisements, etc.*

**Spend per student:** Total amount of marketing spend in specified timeframe, divided by total number of all students in timeframe (including, freshman undergraduate students, graduate students and transfer students). This is a year-to-date figure. For this dashboard we are looking at FY18 marketing and fall 2018 enrollment.

### >>MEDIA MENTIONS

#### ***Publicity garnered outside of paid advertising***

**Mentions:** Instance in which a monitored keyword/phrase (such as an organization's name) appears in in an online media outlet such as a blog or online newspaper.

**Potential reach:** Refers to total number of individuals/households exposed to a particular medium (not specific pieces of content) in a measured timeframe. Reach does not guarantee page views. Total reach is a sum, meaning this number will be quite high.

*Data is collected for each university using the same software tool, Meltwater, to ensure consistent measurement systemwide. The MU News Bureau pulls data from Meltwater based on specified keywords. To pull media mentions for this report, common search terms were used related to each campus. Meltwater reports do not provide a comprehensive overview of all media mentions as local, regional and some national mentions might not appear in the search results. Non-digital stories (such as radio) also are not included. Additionally, Meltwater might pull content that is not relevant to the university. These numbers are meant to provide a snapshot of our work promoting UM System campuses in the media.*

### >>PERSONNEL

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## **Relating to university staff dedicated to strategic communications and/or marketing**

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*Personnel considered are those who report through the central communication function of each university; does not include communication-related positions reporting through other departments or divisions. Total number of employees are counted on the last day of each quarter to account for differing start times. This is a quarterly figure and the yearly total will be an average of the quarters.*

*Staff number for University of Missouri-Columbia number pertains to the central MU Comms/Marketing team, not personnel who work in the joint Office of Strategic Communication and Marketing dedicated to serving the UM System central office.*

## **>>SOCIAL MEDIA**

### **Digital platforms for publishing and sharing user-generated content**

**Meaningful engagements:** Users taking action beyond just viewing, for example liking, commenting and sharing social media posts.

*Data is collected for each university using the same software tools to ensure consistent measurement systemwide.*

**Instructions, Facebook Insights:** Look at the engagements for each post in the quarter and put those numbers into an Excel sheet. Once data has been entered, you can use Excel to determine the total number.

**Instructions, Twitter Analytics:** Search for each month to get the impressions and engagements for that month. Put engagements into Excel to easily get the total number.

## **>>STUDENT**

### **Related to the student body of the university; fall total headcount**

**Applications:** Number of unique entries submitted through application process; includes undergraduate and graduate applications.

**Enrollment:** Number of unique prospective students who have declared attendance.

*Data consistent with enrollment management dashboard updated regularly for the president's office. UM System will pull from enrollment management dashboard.*

## **>>WEB**

### **Collection of digital content identified by a common domain name**

**Unique pageviews:** Number of times a user views a webpage (~30 second window). This typically provides a more accurate account of real people visiting real webpages, minimizing "web noise" such as bots, web spiders, users' slow download speeds, etc.

**Homepage:** Main, introductory landing page of a website.

**Admissions page:** Landing page for admissions information; web addresses include "https://admissions.missouri.edu/apply/", "https://www.umkc.edu/apply/", "http://futurestudents.mst.edu/admissions/", "https://www.umsi.edu/admissions/applications.html".

*Data is collected for each university using the same software tool, Google Analytics, to ensure consistent measurement systemwide. We are counting unique pageviews only, including both on-campus and off-campus traffic.*