

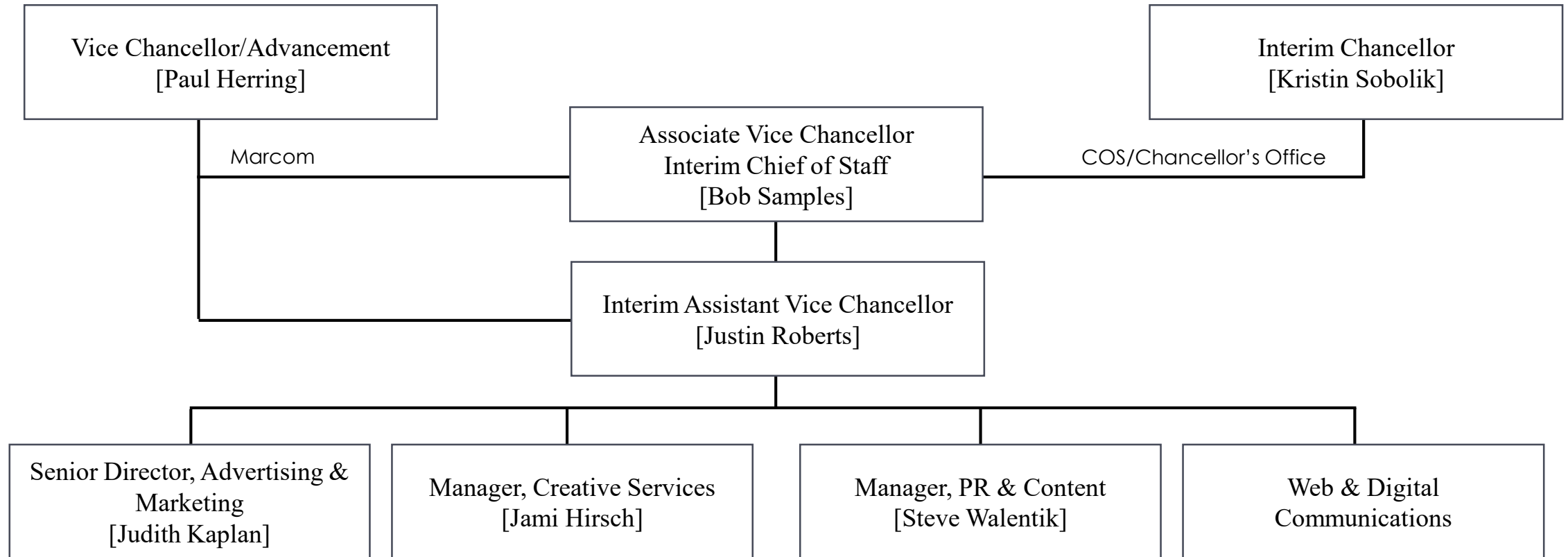
# University of Missouri-St. Louis Marketing & Communications Update

Justin L. Roberts, Interim Assistant Vice Chancellor

September 18, 2019



# Organizational Chart



# FY19 MarCom 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 integration.
3. Increase overall website traffic to umsl.edu with a focus on increasing traffic to key landing pages for admissions, applications, campus tours, and inquiry forms.

# FY19 Year-End Metrics

## FY19 Paid Advertising

- **Institutional Marketing**

- 100,000<sup>th</sup> Graduate – College Campaigns for Arts and Sciences, Business, Education, Nursing – Campus Beauty

- **Enrollment Marketing**

- Late Registration – Summer Registration – College Fairs – Illinois Rate – UMSL Days – Nights, Online, Weekends

- **Programmatic Marketing**

- Teach-in-12 – Cybersecurity – Entrepreneurship – Graduate Business – Bridge Program – Off Campus Degrees

- **Outcomes**

- Attributed Lead Generations: 9,772 which led to 2,863 applications
- Overall Applications: 9,093

Media Mix	FY19 Final	FY20 Projected*
Radio	35.90%	12.05%
TV	29.80%	0.00%
Outdoor	19.50%	40.04%
Digital	14.80%	46.48%
Print	0.00%	1.43%
	100.00%	100.00%

# FY19 Year-End Metrics

- **Creative Services**

- 378 graphic design projects **6.78%** supporting schools, colleges and administrative units
- We Transform Lives Rollout
- Enrollment marketing materials redesign

- **CASE Awards**

- Gold & Bronze – Publication and Design
- Silver – PSA/Commercial Spots
- Bronze – Department Branding Programs

- **Goal FY20**

- Develop, integrate and share UMSL brand standards by creating a thorough brand architecture and accessible campus-wide toolkit



# FY19 Year-End Metrics

- **UMSL Daily**

- Google online news source
- 469 articles **13.56%**
- 314,786 unique pageviews **5.94%**
- Weekly digest to internal and external audiences (38,400 distribution)

- **UMSL Magazine**

- Two, 40-page issues annually
- 105,000 distribution

- **News and Media**

- 8,550 media hits
- 3.9 billion potential reach

- **Social Media**

Facebook	Followers	Impressions	Engagements
FY18	18,967	2,710,072	67,854
FY19	19,980	11,699,779	73,760
Gains	5.34%	331.70%	8.70%
Twitter	Followers	Impressions	Engagements
FY18	7,185	1,574,691	21,885
FY19	7,979	1,692,051	25,587
Gains	11.05%	7.45%	16.92%

# FY19 Year-End Metrics

## Unique Web Pageviews

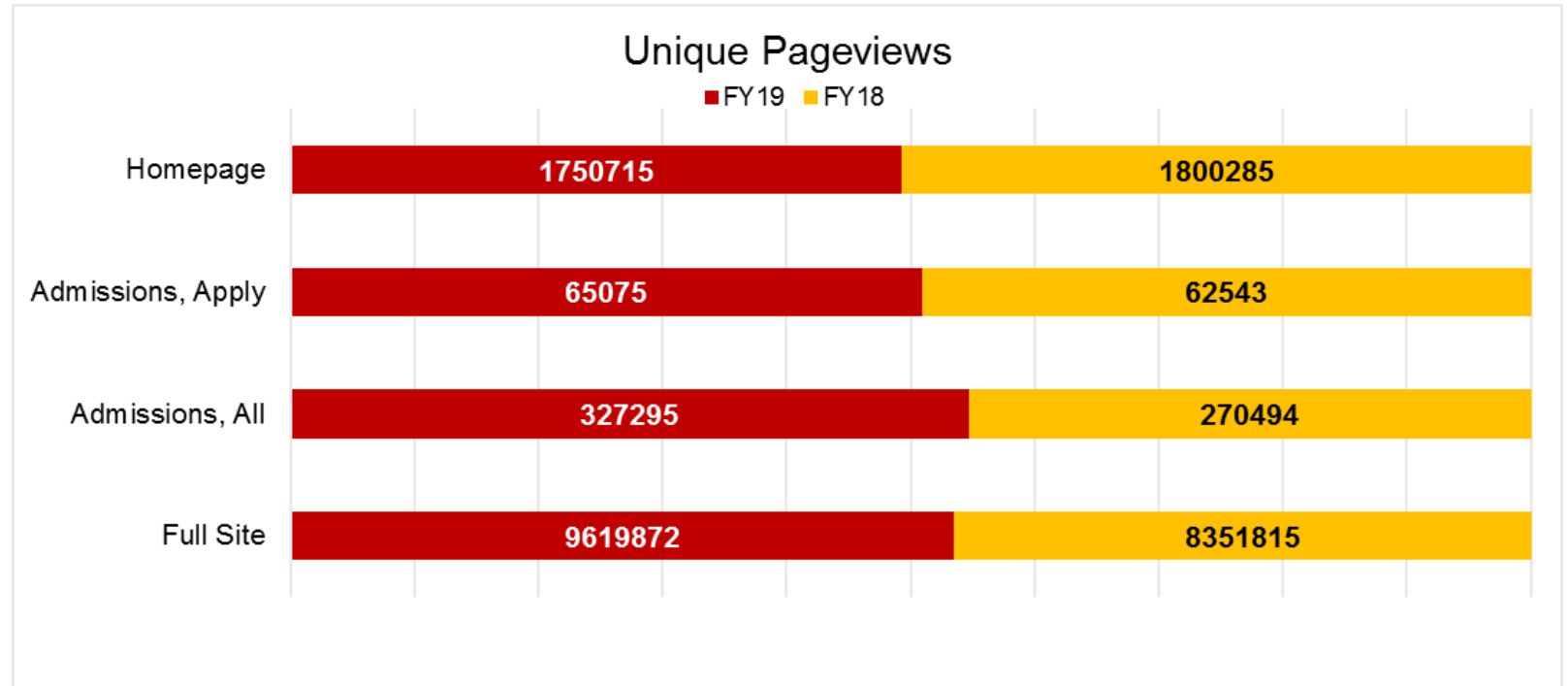
- Full Site: 15.18%
- Admissions: 4.05%
- Application: 20.99%
- Homepage: 2.75%

## Average Time on Page

- 0:51 to 1:37: 89.18%

## Bounce Rate

- 2.89% to 6.77%: 47.47%



# FY20 MarCom Goals

1. Increase/drive website traffic to key landing pages for admissions, applications, campus tours, and inquiry forms.
2. Continue to refine paid advertising media mix/strategies to better reach target audiences where they consume media.
3. Work with admissions/enrollment management to maximize the campus' relationship with RNL to enhance immediate enrollments and establish a long-term enrollment strategy.
4. Realign existing MarCom resources to support University Advancement's launch of a comprehensive fundraising campaign.