

UNIVERSITY OF MISSOURI SYSTEM (Q4, FY19; April 1 - June 30, 2019)

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	49,702	-12.47%	23,165	-41.29%	9,391	-29.52%	8,575	8.20%	90,833
Potential reach (sum)	25,833,960,736	-11.10%	15,315,685,853	-68.07%	3,007,922,426	-27.63%	4,830,129,960	-17.74%	48,987,698,975

>>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	724,488	8.67%	86,290	-18.81%	191,647	-78.33%	73,760	20.40%	1,076,185
Twitter	607,395	-39.05%	63,976	11.90%	66,162	-13.62%	40,452	103.29%	777,985

>>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	26,641	11.23%	9,689	17.53%	7,179	14.42%	7,199	31.03%	50,708
Enrollments to date	6,989	31.45%	3,807	387.45%	1,500	32.16%	1,208	132.76%	13,504
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	323,103	-31.95%	134,594	-8.58%	566,245	-20.44%	65,075	-2.11%	1,089,017

>>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	\$ 19.22	7.71%	\$ 30.86	8.47%	\$ 31.46	9.29%	\$ 12.62	3.30%	\$23.54
Staff benefit cost	\$ 6.75	11.36%	\$ 10.74	8.11%	\$ 10.92	6.87%	\$ 3.53	2.94%	\$7.99
Total	\$ 25.97	N/A	\$ 41.59	N/A	\$ 42.39	N/A	\$ 16.16	N/A	\$31.53
Headcount <i>(average - as of last day of quarter)</i>	29	N/A	37	N/A	18	N/A	18	N/A	101

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	15,785	11,198	9,802	49,702	-12.47%
Potential reach (sum)	7,373,731,925	7,244,343,322	5,937,361,543	5,278,523,946	25,833,960,736	-11.10%

>>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	19.33	20.76	22.36	\$ 19.22	7.71%
Staff benefit cost	5.15	6.78	7.13	7.94	\$ 6.75	11.36%
Headcount (as of last day of quarter)	26	27	29	32	29	

>>SOCIAL MEDIA

Followers and meaningful engagements, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Total followers, Facebook	256,439	256,430	256,896	257,302	257,302	0.16%
Total engagements, Facebook	139,098	137,027	214,868	233,495	724,488	8.67%
Total followers, Twitter	121,841	124,241	125,620	126,693	126,693	0.85%
Total engagements, Twitter	132,915	207,720	165,743	101,017	607,395	-39.05%

>>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	19,103	23,952	26,641	11.23%
Enrollments to date		331	2,264	5,317	6,989	31.45%
Current students <i>(fall day 1, annual)</i>					29,443	

>>WEB

Unique pageviews, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Homepage		447,239	447,566	431,053	1,740,667	-3.77%
Admissions		42,059	111,071	101,147	323,103	-31.95%

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	211	188	246	813	30.85%

>>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	6,328	6,406	3,761	23,165	-41.29%
Reach (sum)	3,512,934,565	4,370,524,228	5,633,359,790	1,798,867,270	15,315,685,853	-68.07%

>>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	\$32.64	30.22	32.78	\$ 30.86	8.47%
Staff benefit cost	\$9.61	11.25	10.61	11.47	\$ 10.74	8.11%
Headcount (as of last day of quarter)	34	38	37	37	37	

>>SOCIAL MEDIA

Followers and meaningful engagements, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Total followers, Facebook	31,331	31,524	32,963	31,793	31,793	-3.55%
Total engagements, Facebook	14,573	21,649	27,633	22,435	86,290	-18.81%
Total followers, Instagram	3,943	4,240	4,670	5,112	5,112	9.46%
Total engagements, Instagram	7,075	5,785	5,836	5,148	23,844	-11.79%
Total followers, Twitter	11,659	11,884	12,314	12,535	12,535	1.79%
Total engagements, Twitter	15,350	11,183	17,670	19,773	63,976	11.90%

>>STUDENT							
Fall 2019 Applications and enrollments (freshmen, transfer, graduate students), year-to-date							
	Q1	Q2	Q3	Q4		YTD/Annual	QoQ Change
Applications to date		1,557	5,949	8,244	9,689	9,689	17.53%
Enrollments to date		1	154	781	3,807	3,807	387.45%
Current students (fall day 1, annual)						16,936	

>>WEB							
Unique pageviews, quarterly							
	Q1	Q2	Q3**	Q4		YTD	QoQ Change
Homepage	839,080	893,314	655,461	556,227		2,944,082	-15.14%
Admissions	42,982	46,880	23,369	21,363		134,594	-8.58%

* 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.

****We launched our home suite website on Dec 6 and the change has impacted the way people navigate the website. We've also changed admissions pages and will soon be launching a new one. The new URL is: <https://www.umkc.edu/UMKC-Admissions/> As an additional note: Fourth quarter web traffic is typically the lowest of the year. The decline from Q3 to Q4 represents roughly the same percentage dropoff as prior year.**

MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY (Missouri)

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	1	13	12	39 -7.69%
Advancement/Alumni Relations		18	18	21	13	70 -38.10%
Departmental support		30	24	19	7	80 -63.16%
Athletics		6	18	1	5	30 400.00%
Other (signage, apparel, etc.)		40	35	24	34	133 41.67%
Total impressions	342,969	891,527	168,195	99,879	1,502,570	-40.62%

>>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	6	5	7	20	40.00%
E-newsletter editions, reach	767	13,253	42669	6641	63330	-84.44%
E-newsletter, open rate (avg.)	25.30%	32.14%	35.95%	31.56%	31.24%	40.00%
Postcards, quantity	1	1	4	2	8	-50.00%
Postcards, reach	12,489	8300	32528	11,900	65217	-63.42%

>>ACTIVITY, DIGITAL MARKETING

Recent web and digital marketing activity, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Academic support, quantity	17	12	15	18	62	20.00%
Academic support, reach	82,294	20,973	18155	58,601	180,023	222.78%
Adv./Alumni relations, quantity	5	6	4	8	23	100.00%
Adv./Alumni relations, reach	8,235	71,189	43599	26,433	149,456	-39.37%
Exec. communications, quantity	13	12	7	4	36	-42.86%
Exec. communications, reach	81,269	32,588	51,326	27,518	192,701	-46.39%
Internal and other, quantity	44	35	58	43	180	-25.86%
Internal and other, reach	140,573	78,462	161,667	86,839	467,541	-46.29%

>>ACTIVITY, WEB

Recent web and digital activity, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Direct website work	401	166	97	131	795	35.05%
Content author web support	201	190	209	280	880	33.97%
Training	12	16	21	31	80	
Mass email builds/projects	60	56	37	54	207	45.95%
Social media posts	301	442	607	742	2092	

Webmaster/social media 599 398 682 742 2421

>>MEDIA MENTIONS

Media mentions and potential reach, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Media mentions	1,859	2,559	2,917	2,056	9,391	-29.52%
Potential reach	818,461,499	834,682,263	785,952,492	568,826,172	3,007,922,426	-27.63%
Share of voice, earned media	19.20%	21.40%	23.70%	21.30%	85.60%	-10.13%

>>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	\$32.37	30.45	33.28	\$31.46	9.29%
Staff benefit cost	\$10.46	\$11.26	10.62	11.35	\$10.92	6.87%
Headcount (as of last day of quarter)	18	18	17	17	18	

>>SOCIAL MEDIA

Followers and meaningful engagements, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Total followers, Facebook	26,497	26,915	27,038	27,690	27,690	2.41%
Total engagements, Facebook	73,516	32,221	70,610	15,300	191,647	-78.33%
Total referrals, Facebook	11,957	16,716	24,866	17,164	70,703	
Total followers, Instagram	4,677	4,995	5,518	5,875	5,875	6.47%
Total engagements, Instagram	7,321	8,090	18,804	17,167	51,382	-8.71%
Total referrals, Instagram	151	401	165	107	824	-0.3515152
Total followers, Twitter	12,692	12,966	13,525	13,689	13,689	1.21%
Total engagements, Twitter	15,282	19,579	16,794	14,507	66,162	-13.62%
Total referrals, Twitter	2,479	2,318	2,381	1,868	9,046	-0.2154557
Share of voice, social media	49%	44%	52.40%	85.60%	58%	63.36%
SOV w/ 2 comparators (Colo. School of Mines, Michigan Tech)						
Total referrals, Reddit			96	103	90	289
Total referrals, LinkedIn			617	1,314		1,931

>>STUDENT

Fall 2019 Applications and enrollments (freshmen, transfer, graduate students), year-to-date

	Q1	Q2	Q3	Q4	YTD/Annual	QoQ Change
Applications to date	1,141	4,449	6,274	7,179	7,179	14.42%
Enrollments to date	1	487	1,135	1,500	1,500	32.16%
Current students (fall day 1, annual)					8,835	

>>TOP 5 GATEWAY FEATURES

Most viewed features by non-campus visitors, quarterly

1. Missouri S&T grad helps capture first-ever image of a black hole (April 11, 2019 - 1,902 pageviews) <https://news.mst.edu/2019/04/mis>
2. S&T, Phelps Health receive \$5.1 million to help military address traumatic brain injury (April 8, 2019 - 1,307 pageviews) <https://news.n>
3. Missouri S&T to celebrate expansion of fitness center (April 16, 2019 - 1,205 pageviews) <https://news.mst.edu/2019/04/missouri-st-to>
4. Missouri S&T awarded \$1.45 million grant for energy research (April 1, 2019 - 697 pageviews) <https://news.mst.edu/2019/04/missouri>
5. Students use a driving simulator to test roadway design before construction (May 14, 2019 - 697 pageviews) <https://news.mst.edu/2019>

YTD 1: Introducing Dr. Mohammad Dehghani (May 16, 2019 - 7,169 pageviews) <https://news.mst.edu/2019/05/nationally-regarded-engir>

YTD 2: U.S. News ranks 15 S&T programs among top online graduate offerings (Jan. 15, 2019 - 2,309 pageviews) <https://news.mst.edu/2019/01/u-s-news-ranks-15-st-programs-among-top-online-graduate-offerings/>

YTD 3: Missouri S&T researchers win multimillion dollar grant to build fast-charging stations for electric cars (Oct. 9, 2018 - 2,198

YTD 4: Miner football reaches first post-season bowl since 1950 (Nov. 13, 2018 - 2,055 pageviews) <https://news.mst.edu/2018/11/miner>

Missouri S&T grad helps capture first-ever image of a black hole (April 11, 2019 - 1,902 pageviews) <https://news.mst.edu/2019/04/misso>

>>WEB

Unique pageviews, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Homepage	218,483	368,924	354,410	288,202	1,230,019	-18.68%
Homesuite	152,676	534,055	528,371	430,444	1,645,546	-18.53%
Admissions	27,036	179,656	200,242	159,311	566,245	-20.44%
Apply Page	21,725	30,123	23,811	17,334	92,993	

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 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

>>ACTIVITY, GRAPHIC DESIGN

Recent print and graphic design activity, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Number of projects	119	77	104	78	378	-25.00%

>>MEDIA MENTIONS

Media mentions and potential reach, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Media mentions	2,647	1,993	1,890	2,045	8,575	8.20%
Potential reach (sum)	1,553,473,464	1,344,173,221	1,060,264,109	872,219,166	4,830,129,960	-17.74%

>>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	88,151,192	90,184,014	44,666,974	263,067,829	-50.47%

>>OWNED MEDIA

UMSL Daily original content articles/feature stories posted, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Articles/Feature Stories	99	125	119	126	469	5.88%

>>PERSONNEL

Salary and benefit cost, per student, quarterly

	Q1	Q2	Q3	Q4	YTD Avg.	QoQ Change
Staff salary	\$13.70	\$12.13	\$12.13	12.53	\$12.62	3.30%
Staff benefit cost	\$3.83	\$3.40	\$3.40	3.5	\$3.53	2.94%
Headcount (as of last day of quarter)	20	18	18	17	18	

>>SOCIAL MEDIA

Followers and meaningful engagements, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Total followers, Facebook	18,582	19,462	19,789	19,980	19,980	0.97%
Total engagements, Facebook	17,329	18,568	17,179	20,684	73,760	20.40%
Total followers, Twitter	7,223	7,441	7,817	7,979	7,979	2.07%
Total engagements, Twitter	9,329	12,240	6,226	12,657	40,452	103.29%

>>STUDENT

Fall 2019 Applications and enrollments (freshmen, transfer, graduate students), year-to-date

	Q1	Q2	Q3	Q4	YTD/Annual	QoQ Change
Applications to date	822	3,413	5,494	7,199	7,199	31.03%
Enrollments to date	1	26	519	1,208	1,208	132.76%
Current students (fall day 1, annual)					16,989	

>>WEB

Unique pageviews and posts, quarterly

	Q1	Q2	Q3	Q4	YTD	QoQ Change
Homepage	308,998	482,045	499,372	460,300	1,750,715	-7.82%
Admissions, application page	15,043	17,012	16,686	16,334	65,075	-2.11%
Admissions, all related	109,222	87,376	68,191	62,506	327,295	-8.34%
Full site	1,891,985	2,386,606	2,440,949	2,900,332	9,619,872	18.82%
UMSL Daily blog	77,437	71,138	78,477	87,734	314,786	11.80%

UMSL MarCom Staffing (20 FTE)

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

Senior Director of Marketing – Leads all university and college level paid marketing efforts including media buys/placements, and fiscal functions.

- Two staff (manager and marketing associate) who lead all event and marketing efforts for the Touhill Performing Arts Center and UMSL projects.

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

- One manager of creative services and four graphic designers providing centralized services for the entire university – from brochures and posters to digital and print advertising.
- One marketing associate who manages projects, timelines and billing.
- One manager and three 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.
- Three website staff including a backend web programmer, a frontend web designer, and a 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 FY19 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

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

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.umsl.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.

