

STUDENT AFFAIRS MARKETING AND COMMUNICATIONS

ANNUAL REPORT 2019–20

CONNECTING WITH A NEW GENERATION OF STUDENTS

Student Affairs Marketing and Communications (SAMC) creates pieces targeting the Unique, Committed, and Real students who make UC Riverside stand out. By researching the drive, values, and interests of Millennials and Generation Z, the two generations our current and prospective students fit within, SAMC has been able to develop innovative marketing and communication solutions that inspire and inform our audiences.

PROVIDING SUPPORT WITH CREATIVITY

The SAMC team has nearly 300 years of collective creative experience in marketing, design, writing, videography, and strategic planning. Staffers have been recognized for their work with industry honors including an Emmy Award, Maggie Award, Silver Anvil Award, and Association of College Unions International (ACUI) Award, and as contributor to a project that was as a finalist for Pulitzer Prize for Public Service Journalism. We use that talent and experience to support the divisions of Enrollment Services (ES) and Student Affairs (SA), as well as other campus partners, with the production and deployment of:

- ▶ Strategic marketing plans
- ▶ Design elements
- ▶ Integrated marketing campaigns
- ▶ Print, photo/video, and web marketing support
- ▶ Communications, writing, and editorial support

FROM THE INTERIM DIRECTOR



Student Affairs Marketing and Communications' core mission is to develop marketing and communication campaigns to recruit top-performing students from the United States and across the globe. In addition, we promote events, resources, and opportunities to assist current students in achieving academic success. We work closely with over 35 departments within the divisions of Student Affairs and Enrollment Services, and other departments across UCR to implement campus-wide initiatives.

This past year, the department was confronted with many changes, challenges, and opportunities — from new department leadership to shifting our business to a remote working environment.

In November 2019, Pat Daly retired after being the department director for 16 years. As assistant director, I worked closely with Pat to develop department processes and improve efficiencies that helped structure our unit to meet the ever-growing demand for our services. As I transitioned into the role of interim director following Pat's retirement, I saw opportunities to enhance our department processes and staff engagement, and to provide guidance on problem solving.

I am grateful for our team's confidence in this new leadership, which also includes David Edgerton serving as interim assistant director, and its commitment to quickly adapt to a remote working environment. I am proud of the efforts made by our staff last winter to test the adaptability of our department processes long before anyone knew how drastically our work

environment would be changed by the pandemic. When the campus was ordered to work remotely, SAMC was already well-positioned to continue our business. Since then, our team has thrived while maintaining a high level of engagement with our clients. Even during these challenging times, we have been able to contribute to the success of recruitment efforts and student engagement, and to the successful deployment of campus initiatives.

We've compiled data that will paint a picture of how we contributed to recruitment and student engagement this past year in this report. At a glance, our communication efforts contributed to strong enrollment numbers for fall 2020; in partnership with Undergraduate Education, we successfully deployed ScottyBot on key websites, and deployed a robust marketing campaign that resulted in a significant increase in Summer Sessions full-time enrollment; and collaborated with University Communications to successfully deploy UCR's new institutional brand across the units we serve.

I am proud of our team's contribution to the institution's accomplishments despite the challenges we faced — it speaks highly of our team's commitment to the role we play in UCR's success.

Regards,

A handwritten signature in white ink, appearing to be 'Luis Bravo', written in a cursive style.

Luis Bravo

Interim Director

Student Affairs Marketing and Communications

BRIDGING STRATEGY AND CREATIVITY

Every project developed by SAMC helps clients meet their internal goals and services the overall mission of UCR. Our decades of marketing experience enable us to deliver creative, engaging, and innovative work to our clients.

PROJECT CONSULTATION AND ENGAGEMENT

SAMC staff members spent **53%** of their time in **FY 2019–20** working directly with clients and deploying projects.

Project Engagement

Includes time spent on project edits and revisions.

48%

Meetings

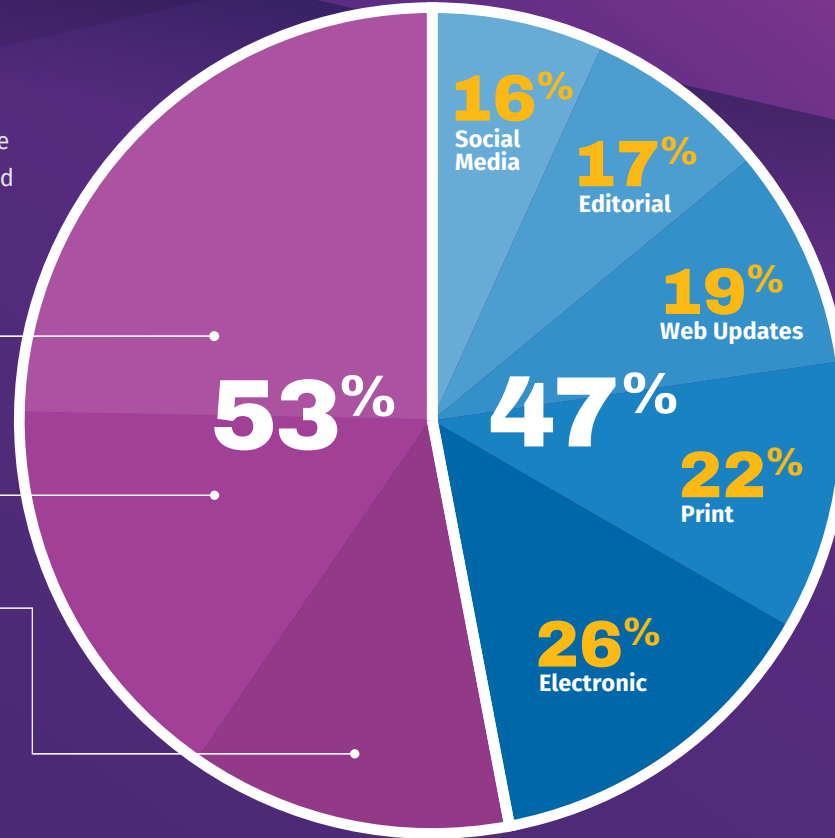
Includes project intake meetings with clients and internal project check-ins.

28%

Deployment

Includes scheduling, printing, and archiving projects.

24%



MAXIMIZING REACH WITH MULTIPLE MEDIA CHANNELS

More than **2,172** marketing pieces were created by SAMC in **FY 2019–20** and were strategically shared across multiple communication channels. These communications reached prospective and continuing students at UCR and around the world.

2,172

MARKETING PIECES

ALIGNING WITH STRATEGIC GOALS

SAMC teams up with clients to ensure that all marketing and communication projects align with campus and divisional strategic goals. The percentages to the right demonstrate that alignment for fiscal year **(FY) 2019–20**.

16% Improve student retention, graduation, and academic success

19% Cultivate a welcoming, inclusive, respectful, and responsive campus community

11% Raise UCR's profile regionally and globally

15% Expand access and opportunities for students from diverse backgrounds

13% Enhance student learning, leadership, and professional and personal development by providing co-curricular and campus services and programs

15% Cultivate or maintain campus and community partnerships

11% Create and sustain a healthy, civil, and safe campus community

INFORMING AND ENGAGING STUDENTS

SUPPORTING ENROLLMENT SERVICES AND STUDENT AFFAIRS

SAMC reaches prospective and continuing students by engaging and supporting **Enrollment Services (ES)** and **Student Affairs (SA)** clients. Our engagement workload is divided almost equally between both divisions.

SAMC supports hundreds of clients within ES's and SA's 35 departments. As a result, our work promotes success resources every day to **25,548** enrolled students, and encourages **428,648** prospective freshman and transfer students to join the UCR family.

ENROLLMENT SERVICES **428,648**
Prospective Students

STUDENT AFFAIRS **25,548**
Enrolled Students

ENHANCING THE STUDENT EXPERIENCE

To engage undergraduate and graduate students on campus, SAMC partners with **Student Life** and **GradSuccess** on the following e-newsletters:

New Student Newsletter: Sent out twice monthly throughout the summer and fall to incoming freshman and transfer students, this e-newsletter features campus resources, events, and reminders for important dates and deadlines.

R'Side: Sent out weekly throughout the academic year to more than **24,000 undergraduate** students, this e-newsletter features campus events and resources.

R'Grad: Sent out weekly throughout the academic year and monthly in the summer to more than **4,500 graduate** students, this e-newsletter features workshops, social and wellness events, and opportunities specifically for graduate students.

EMAIL OPEN RATE

Email open rates average 16.66% across all industries*. In higher education, the average is 20.07%*. SAMC's open rate was **65% for Undergraduate Admissions** and **52% for Student Affairs** clients, each more than double the industry average.

ENROLLMENT SERVICES



65%
E-MAIL OPEN RATE

STUDENT AFFAIRS



52%
E-MAIL OPEN RATE

*Constant Contact Average Industry Rates for Email as of October 2020



WEBSITES

SAMC manages 55 websites for **Enrollment Services** and **Student Affairs** departments that reach current students, prospective students, and community partners. The websites we manage had a combined **3,928,723** page views in FY 2019-20.

3,928,723

Page views 2019-20

TOP VISITED SITES: ENROLLMENT SERVICES

- ▶ Registrar
- ▶ Admissions
- ▶ Financial Aid

TOP VISITED PAGES: ADMISSIONS



- ▶ Admissions Home
- ▶ Admissions Transfer
- ▶ Admissions Freshman

TOP VISITED SITES: STUDENT AFFAIRS

- ▶ Student Health Services
- ▶ Orientation
- ▶ Student Life

TOP VISITOR LOCATIONS: ADMISSIONS WEBSITE



EVOLVING WORK ENVIRONMENT

COVID-19 AND REMOTE WORK

Just before the 2019 winter break, SAMC took advantage of an office construction project to pilot a remote work program. This pilot enabled us to test our processes and put us in a strong position to quickly make the transition from in-office to remote work when on-campus operations ceased in March. Through the use of *Workfront*, *Microsoft Teams*, *Zoom*, *Adobe Creative Cloud*, and *Google Drive*, SAMC was able to consistently deliver quality work to our clients throughout this challenging time.



Projects
impacted by
COVID-19

168

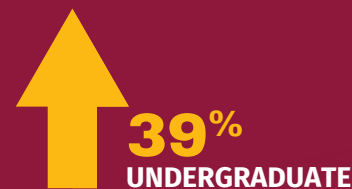
SUPPORTING CAMPUS INITIATIVES

SAMC provides strategic marketing support to key campus initiatives from divisions and departments outside of ES and SA. During FY 2019–20, the vice provost of Undergraduate Education requested SAMC’s expertise to create and deploy **Summer Sessions** and the **UCR ScottyBot**.



Summer Sessions – To help increase enrollment, SAMC developed and created a months-long multimedia campaign, including print, digital, and social media. Over 60 individual promotional assets were created and deployed — each carefully timed to maximize exposure during key enrollment periods. As a result, Summer Sessions increased undergraduate enrollment **39.17%** and graduate enrollment **6.46%** over the previous year.

SUMMER SESSIONS ENROLLMENT INCREASE



ScottyBot – As the marketing partner of UCR’s chatbot workgroup, SAMC developed and conducted a “name the Chatbot” contest. When ScottyBot was selected as the winner, we designed a mechanical version of the beloved character and a suite of promotional materials to introduce the character across campus. Since its launch, ScottyBot has engaged in over 47,000 interactions.

Campus Brand Identity – Following the release of the new campus logo and accompanying brand identity, SAMC created 2,070 new lockup variations for our clients and their programs.



UCR Lockup variations

2,070

SAVING MONEY FOR UCR

SAMC is a full-service, internal advertising agency, which means our team works efficiently to produce a large volume of top-quality pieces for our clients.

Although we do not charge departments within Enrollment Services or Student Affairs for our services, we do track the value of the work we do for our clients. Structured as an internal advertising agency, SAMC has a project management tool in place that allows us to monetize the value of the work we do for clients.

UCR Savings



\$2,700,121

	ENROLLMENT SERVICES	STUDENT AFFAIRS	CAMPUS INITIATIVES	TOTAL
HOURS	9,006.1	6,682.05	311.5	15,999.65
UCR COST	\$963,776.36	\$684,851	\$19,004	\$1,667,631.36
OUTSIDE COST*	\$2,506,542.55	\$1,830,173.25	\$31,037	\$4,367,757.80
SAVINGS	\$1,542,766.19	\$1,145,322.25	\$12,033	\$2,700,121.44

**The amount an outside agency would charge to create the same projects.*

LOOKING AHEAD

SAMC will continue to be at the forefront of communication, collaborating with campus partners to creatively share the story of UCR and its dedication to student success.