

# STUDENT AFFAIRS MARKETING AND COMMUNICATIONS ANNUAL REPORT 2018-19

## INSPIRING STUDENTS TO ACHIEVE THEIR DREAMS

Student Affairs Marketing and Communications (SAMC) attracts, motivates, and inspires learners to achieve their dreams at the University of California, Riverside (UCR). Our integrated marketing and communication solutions inform, educate, and connect students to the campus, services, and support.



## PROVIDING SUPPORT WITH CREATIVITY

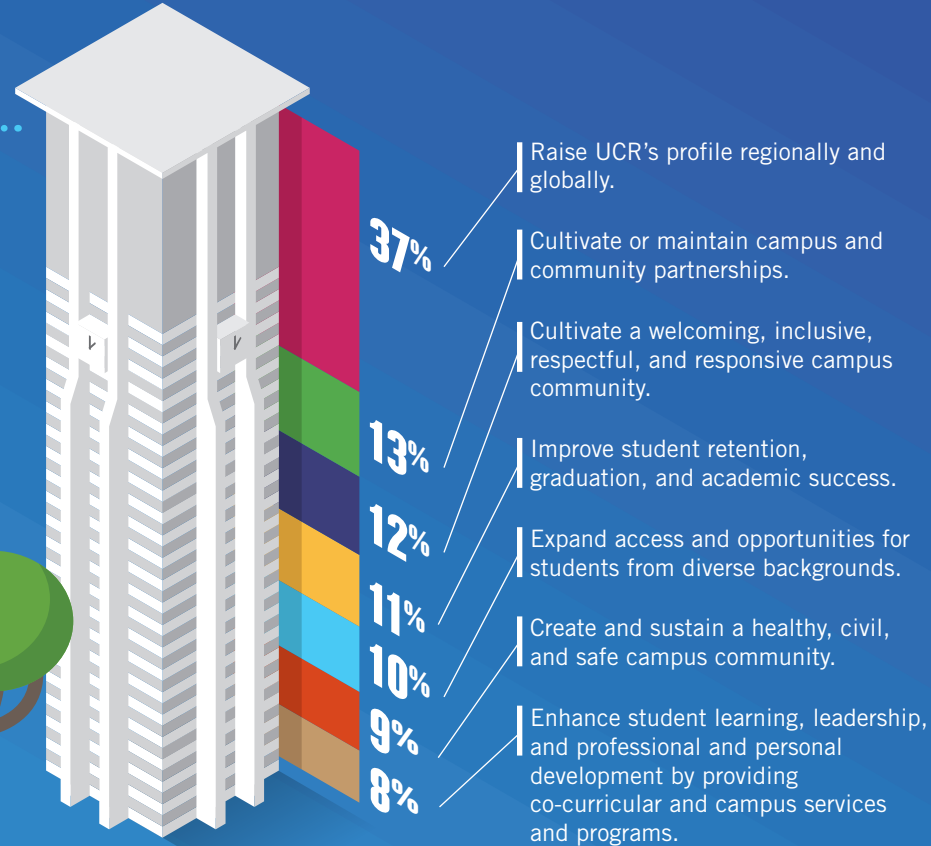
The SAMC team has over 200 years of collective creative experience in marketing, design, writing, videography, and strategic planning. We use that talent to support the divisions of Enrollment Services (ES) and Student Affairs (SA) with the production and deployment of:

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

# STUDENT AFFAIRS MARKETING AND COMMUNICATIONS

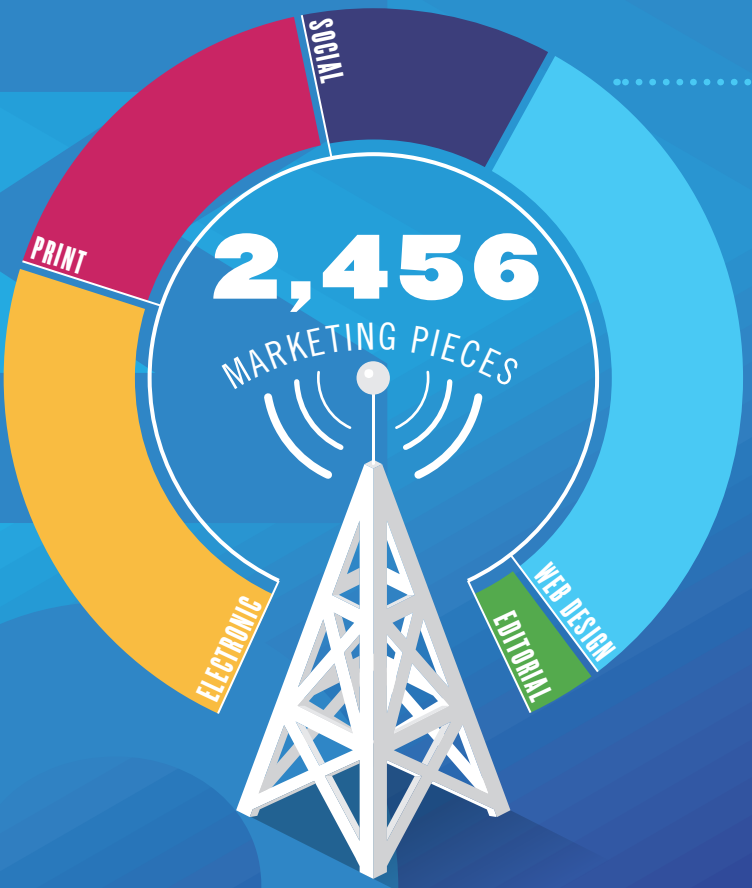
## ALIGNING WITH STRATEGIC GOALS

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) 2018–19.



## MAXIMIZING REACH WITH MULTIPLE MEDIA CHANNELS

More than 2,456 marketing pieces were created by SAMC in FY 2018–19 and were strategically shared across multiple communication channels. These communications reached prospective and continuing students at UCR and around the world.



- 27% ELECTRONIC** Includes digital ads, emails, LCD screen graphics, slides, and videos.
- 19% PRINT** Includes banners, brochures, flyers, giveaways, posters, T-shirts, and vehicle and large-scale displays.
- 13% SOCIAL MEDIA MARKETING AND DESIGN** Includes paid search ads in Google, Facebook, Instagram, and out-of-home advertising.
- 37% WEB DESIGN AND MARKETING** Includes the redesign of 57 websites, UI design, and responsive web design strategy and implementation.
- 4% EDITORIAL** Includes creative content written for web, print, and electronic marketing, as well as authoring strategic marketing plans for divisional clients.

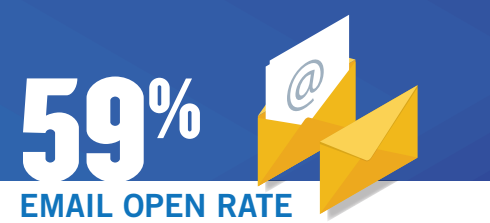
## SUPPORTING ENROLLMENT SERVICES AND STUDENT AFFAIRS

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 and SA's **34** departments. As a result, our work promotes success resources every day to **23,922** enrolled students, and encourages **311,523** prospective freshman and transfer students to join the UCR family.



In the second half of FY 2018–19, SAMC worked on **57** redesign projects related to outward-facing websites for divisional departments. This translated into **975** webpages of content, which were written and designed by SAMC's creative staff.



**FOR UNDERGRADUATE ADMISSIONS AND STUDENT LIFE CAMPAIGNS**  
Email open rates are generally below three percent. In higher education, an email open rate of 15.89% is average\*. SAMC's email open rate was 59%, which is **393%** higher.



We use the Google Display Network to display Undergraduate Admissions' ads to prospective students while they browse their favorite websites. Undergraduate Admissions' ads are then launched on premium sites with highly sought-after audiences, such as *timeout.com*, *Thrillist.com*, *fastcompany.com*, *techradar.com*, and *refinery29.com*. We adjusted the digital ad strategy to focus on landing page views instead of completed lead forms, which lowered the overall cost-per-click on Facebook and Instagram by 19%.



SAMC earned over a million clicks on ES and SA's top-performing websites: Registrar, MyUCR Portal, Undergraduate Admissions, Campus Health, Financial Aid, and Career Center.

## SUPPORTING CAMPUS INITIATIVES

SAMC provides strategic marketing support to key campus initiatives from divisions and departments outside of ES and SA. During FY 2018–19, the Chancellor, Provost, Associate Provost, and Vice Provost of Undergraduate Education requested SAMC's expertise to create and deploy the marketing campaigns below.

**SUMMER SESSIONS** – A print and electronic campaign to boost summer sessions enrollment.

**10-MINUTE TIME SHIFT** – A print and electronic campaign to inform the campus community of the new time shift.

**"FINISH IN FOUR" AND "DO IT IN TWO"** – Two print and electronic campaigns to encourage students to graduate on time.

**NON-RESIDENT TASK FORCE** – A collaboration with campus partners to boost international and out-of-state undergraduate enrollment. Included 21 action plans: two for SAMC and 12 that required SAMC's marketing efforts. SAMC completed 37 tasks.

## ENHANCING THE STUDENT EXPERIENCE

To engage undergraduates and graduate students on campus, SAMC also partners with the **Graduate Student Association** to market graduate student-specific events and resources.

- ◆ *New graduate student Career Center website*
- ◆ *35 R'Grad Weekly e-newsletters* – Features 30–40 workshops, social and wellness events, and scholarship/fellowship opportunities.

\*ConstantContact.com, June 2019



## 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 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.

	ENROLLMENT SERVICES	STUDENT AFFAIRS	CAMPUS INITIATIVES
HOURS	12,860.27	10,333.95	798.2
UCR COST	\$706,137	\$564,217	\$46,319
OUTSIDE COST*	\$1,899,831	\$1,528,060	\$117,626
DIFFERENCE	(\$1,193,694)	(\$963,843)	(\$71,307)
SAVINGS	63%	63%	61%

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



# 93%

## OVERALL CUSTOMER SATISFACTION RATE

SAMC distributed its online Customer Satisfaction Survey to assess client satisfaction. Questions focused on SAMC's communication, skills, service, ease of working with our team, and room for improvement. Fifty clients participated in the survey, resulting in a 45% response rate. (The average response rate for online surveys is 10–20%.)

# LOOKING AHEAD

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

