Marketing and Communications

Annual Report
2020
2021

- Athletic Communications
- College Publications
- Crisis Communications
- Digital Marketing
- Editing and Proofreading
- Graphic Design
- Mail and Print Services
- Marketing Project Management
- Media Monitoring
- Media Relations
- News and Feature Stories
- Paid Media
- Photographic Services
- Social Media Training and Support
- Video Production
- Website Development and Maintenance
MISSION STATEMENT

The York College of Pennsylvania Office of Communications is responsible for leading Collegewide strategic marketing and communications efforts to increase visibility and awareness, strengthen its reputation, and build the College’s brand. We oversee York College’s brand identity and are responsible for organizing and implementing marketing, communications, media relations, social media, and public relations efforts to both external and internal audiences.

OFFICE OF COMMUNICATIONS TEAM

Colleen Adamy, Senior Administrative Assistant
Derek Behrenshausen, Assistant Director of Athletic Communications
Sharon Bristlik, Marketing Project Manager
Mary Dolheimer, Chief Communications and Marketing Officer
Bailee Grunstra, Assistant Director of Digital Communications and Marketing
Scott Guise, Director of Athletic Communications
Gail Huganir, Director of Editorial Services
Colleen Karl, Writer
Ryan Kidd, Graphic Designer
Emily Rund, College Photographer and Videographer
Danielle Sewell, Director of Digital Communications and Marketing
Rebecca Shineman, Senior Director of Marketing
Lance Snyder, Director of Creative Services
Angie Staples, Director of Print and Mail Services

AWARDS AND RECOGNITIONS

2021 Silver CUPPIE award for York College Magazine 2020 Vol. 1 COVID-19 Cover
2021 Silver CUPPIE award for York College Admissions Viewbook
2021 Bronze CUPPIE award for Zac Track Blog
36th Annual Educational Advertising Awards, Silver award for the York College Admissions Viewbook
36th Annual Educational Advertising Awards, Silver award for the York College Magazine 2020 Vol. 2
Increased brand awareness and community building across all platforms.

Adjusted strategy based on updates to platform algorithms:

- Increased post frequency
- Leveraged Instagram stories as a consistent, strategic communications/marketing channel
- Developed intentional LinkedIn strategy to engage alumni, employees, and community stakeholders

Drove traffic to the YCP website, where users were able to engage further with the institution and/or individual programs and departments.

- Implemented UTM parameter tracking for links in social media posts

**UTM parameters are short text codes that you add to URLs to help you track the performance of webpage or campaign.**

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**1,383**
Social Media Posts

**16,617,107**
Post Impressions

**62,669**
Total Audience

**Net Audience Growth**
+**2,769**
Followers

**21,880**
Website users referred directly from @yorkcollegepa social media posts
WEB AND DIGITAL MARKETING - WEBSITE

Improved user experience for prospective students through optimized design of the YCP.edu homepage and navigation menu.

<table>
<thead>
<tr>
<th>Key Analytics Pre-Launch vs. Post-Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Homepage and Navigation Optimization Project</strong></td>
</tr>
<tr>
<td>Launch date: June 5, 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>4 Weeks Pre-Launch</th>
<th>4 Weeks Post-Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Bounce Rate</td>
<td>57%</td>
<td>49%</td>
</tr>
<tr>
<td>Sitewide Bounce Rate</td>
<td>58%</td>
<td>54%</td>
</tr>
<tr>
<td>Average Session Duration</td>
<td>2 min., 19 sec.</td>
<td>3 min., 12 sec.</td>
</tr>
<tr>
<td>Average Pages/Session</td>
<td>2.34</td>
<td>2.75</td>
</tr>
</tbody>
</table>

Increased lead generation through “Request Information” button links on all academic program pages.

- RFI Forms Completed Directly from Academic Program Pages
  - FY19-20: 570
  - FY20-21: 973 (+59%)

Developed and launched the YCP Blog (ycp.edu/blog) to create functionality for sharing authentic stories—especially those that highlight the YCP student experience, our Spartan community, and campus resources.

- 49 blog posts published
- 12,679 unique pageviews
- Average time on blog page: 1 min., 57 sec.
WEB AND DIGITAL MARKETING - WEBSITE

ANNUAL SITEWIDE DATA

NOTEWORTHY
ZAC TRACK: MOST SUCCESSFUL BLOG

The Zac Track blog series was a collaboration between Communications and Alumni Relations, involving a weekly blog post recapping alumnus Zac Clark’s adventure on ABC’s The Bachelorette. This effort spun off into live digital events with alumni and students, a larger social media campaign, and earned media coverage. The blog series was recognized by CUPRAP with a bronze CUPPIE award.

12 Zac Track blog posts

7,864 unique page views

Average time on Zac Track blog pages: 3 min., 1 sec.

+12% 2,443,429 Total Unique Pageviews*

+4% 3,937 Undergraduate Application Completions

+241% 569 Graduate Application Completions

+30% 2,593 Undergraduate RFI Completions

Note: Graduate RFI completion tracking data was not available until mid-year.

*Estimated normalization of data, accounting for a bot traffic attack that artificially skewed pageviews from 9/27/20 - 1/21/21. Traffic was estimated flat YoY during that time period.
PAID MEDIA

45.6 million total digital media impressions

+36% YoY in website traffic*

27% paid sessions in 2020-21* vs. 10% paid sessions in 2019-20

28% of all graduate applications and 11% of all undergraduate applications recorded in Google Analytics were a result of paid traffic*

YEARLONG PAID MEDIA CAMPAIGNS FOR FOUR KEY AREAS

- Institutional
- Undergraduate
- Transfer
- Graduate

CHANNELS DEPLOYED

- Facebook
- Instagram
- Snapchat
- LinkedIn
- YouTube
- OTT
- Paid Search
- Display
- Native
- Radio
- Spotify
- Outdoor

DIGITAL AD SPEND

- Facebook/Instagram 28%
- LinkedIn 31%
- Snapchat 4%
- Basis Display & Native 5%
- Adroll 2%
- Spotify 17%
- YouTube 12%
- Google AdWords Paid Search 1%

*2020-21 Google Analytics data (applications, traffic) reported is representative of a data subset of 2020-21 that is directionally comparable year over year, given the Google Analytics view change mid-fiscal year 2020-21.
COLLEGE COMMUNICATIONS

COVID-19

60,788 Unique pageviews on Return to Campus webpages

180+ COVID-19-related social posts

70+ Correspondences drafted

4 Return to Campus webinars coordinated (July 15-August 4)

5 FAQ sections created on Return to Campus webpages

8 Virtual town halls scheduled for employees

41 COVID-19 stories appeared in print, web, and social media

13 COVID-19 design projects created

YORK COLLEGE FAMILY PORTAL

The York College Family Portal, an all-in-one platform to manage and focus parent involvement, launched in the Summer of 2020 to current and incoming families.

YEAR-IN-REVIEW

4,132 Total Users

3,519 Users Visiting Portal (85%)

2,149 Users Opening Emails

52% Average Email Open Rate

Nearly 90K Content Clicks

Most Popular Content:
- COVID-19 Updates
- Messages from Leadership
- Return to Campus Information
Three issues of York College Magazine were produced and mailed in August 2020, December 2020, and May 2021.

- Magazines were distributed to trustees and spouses (current, emeriti, former), women’s auxiliary, alumni donors (current and last fiscal year), YCP retirees, current parents, YCP administrators, faculty, and staff.
- The 2020 Vol. 2 mailed to 36,212, the 2020 Vol. 3 mailed to 36,801, and the 2021 Vol. 1 was distributed to 36,990 readers.
- Fall 2020 and Spring 2021 Cultural Series postcards were distributed to 100,829 and 98,552 respectively.

393 projects, such as the Donor Report, Spartans of the Year, mailings, and newsletters, were edited and proofed for departments including Advancement, Alumni Relations, and Enrollment.

(+300% YoY)

64 issues of The Fountain, a weekly news and employee information newsletter, reached 1,086 YCP and YCDS staff and faculty.

12 copies of News Digest, a newsletter detailing media from the previous month, were produced.

43 News Stories were published on the website.

126 Spotlight Stories were published on the website.
NOTABLE MEDIA HITS


- York College was included in Matt Zalanick’s September 24 story, “20 Ways Colleges are Prepping for Election Day,” for University Business.

- John Weaver’s op-ed, “Relations Between Intelligence Agencies Matter—This is Why,” was published by PA Capital-Star on September 8, 2020.

- York College was included in The Chronicle of Philanthropy’s Gifts Roundup on October 16, 2020 for Donald E. Myers’ $5 million gift to name the nursing school.

- Fred Becker was quoted in Chris Elliott’s article, “How to Find a Travel Adviser Amid the Pandemic,” which was published by The Washington Post on January 27, 2021.

- Tamara Schwartz was quoted in Sascha Brodsky’s article, “How AI Systems Mimic Human Creativity,” which was published by Lifewire on January 11, 2021.

- York College’s new Environmental Horticulture program was mentioned in Inside Higher Ed’s new programs roundup on February 11, 2021.


- Pamela Gunter-Smith was included in Joyce Davis’ summary of the “COVID on Campus” webinar in which she participated. The piece was published by PennLive on May 26, 2021.

Athletic Communications faced several challenges at the start of the 2020-21 academic year with no athletic contests during the fall semester. Key initiatives included:

- Behind the Shield Series including a new series with 2020 Athletic Hall of Fame inductees
- All-Decade teams social media campaign
- Spartan Daily video series that gave team recaps during their fall semester practice periods

SOCIAL MEDIA FOLLOWERS

Twitter: 4,344
Instagram: 4,073
Facebook: 4,915
YouTube: 140

YOUTUBE CONTENT

14 Game Highlights
4 Award Videos
26 Behind the Shield Series
7 Behind the Shield (Hall of Fame Edition)
15 Post-Game Shows
10 The Spartan Daily Series
6 Live Game Coverage (Swimming, Tennis, Track)

LIVE ATHLETIC COVERAGE*

49 broadcasts with 45,129 unique viewers, an average of 921 viewers per broadcast

Viewership more than quadrupled during Spring 2021

*Due to COVID-19 spectator policy, the York College Athletic web streams were the only access to Spartan home games.
CREATIVE SERVICES

**DESIGN**

287 design projects

**NOTABLE PROJECTS:**

- Redesign of Brand Guidelines booklet
- Collaboration and development of new Day of Giving theme and text treatment: #YCP Gives
- Creation of 3 newsletter templates using new Emma software (The Fountain, The News Digest, York College Impact)

**PHOTOGRAPHY**

6,551 photos added to the PhotoShelter database
33,331 total photographs available in the database
92 on-location and in-studio photo shoots

**PROJECT MANAGEMENT**

693 total projects were submitted and completed through our project management software, Workzone.

393 required copy review by our Editorial team
287 involved design services

Projects spanned 38 different workspaces/departments
80 campus stakeholders are now using Workzone
York College began telling its story in a bolder, more compelling way with the launch of a brand refresh in February 2021. The refresh included:

- A new brand video that served as a centerpiece of the launch and was viewed 15,919 times across all digital platforms.
- An updated Brand Guidelines booklet, including new brand positioning and messaging.
- A new Office of Communications webpage containing brand resources for the campus community.
- Audience Personas to be used by the Offices of Communications and Enrollment to help inform future strategy, messaging, and content.

### PRINT AND MAIL SERVICES

- **2,628** print jobs completed for Academic Printing
- **21** bulk mailing jobs sent to fulfillment
- **$56,100** of out-going mail processed
- **5,256** USPS shipping labels created for outgoing packages
York College publicly launched its first-ever Comprehensive Campaign in October 2020. The Office of Communications supported its launch with a variety of projects.

### Branding and logo development

### A robust microsite featuring Campaign priorities and student stories

### A video highlighting Campaign priorities

Total Video Views in 2020-21: **3,803**

### An EVOLVE: The Campaign for York College section in the alumni magazine, starting with 2020 Vol. 3.

### Dedicated the back covers of York College Magazine, 2020 Vol. 2, 2020 Vol. 3, and 2021 Vol. 1 to promote the Campaign

### 7 Major Gift Stories