Marketing and Communications

Annual Report
2019
2020

- 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

Mike Adams, College Photographer  
Colleen Adamy, Senior Administrative Assistant  
Derek Behrenshausen, Assistant Director of Athletic Communications  
Sharon Brtalik, Marketing Project Manager  
Brian Dix, Assistant Director of Digital Communications and Marketing  
Mary Dolheimer, Chief Communications and Marketing Officer  
Scott Guise, Director of Athletic Communications  
Gail Huganir, Director of Editorial Services  
Colleen Karl, Writer  
Ryan Kidd, Graphic Designer  
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

2020 Gold CUPPIE award for York College Magazine 2018 Vol. 3 Feature Photo for “Speaking Through Art”  
2020 Gold CUPPIE award for York College Magazine 2019 Vol. 3 Turtle cover  
2020 Honorable Mention, CUPPIE award for Fall 2019 Cultural Series brochure in-house  
2020 Honorable Mention, CUPPIE award for York College Special Event Promotion (Public Relations and Marketing) for York’s 50th Anniversary  
2020 Honorable Mention, UCDA Design Award York College Magazine 2020 Volume 1 Cover Design  
Director Scott Guise was recognized for his 25 years of Athletic Communications service to York College by CoSIDA, the national athletic communications professional organization.
In the latter half of the 2019-20 fiscal year, social media was dominated by conversations about COVID-19 and social justice. The College’s digital platforms saw high levels of engagement—both positive and negative in sentiment—around these topics, and in turn, our responses to these issues were amplified.
PAID MEDIA

55,858,997 total digital media impressions

14.66% increase in paid website traffic users

15% of all undergraduate and 25% of all graduate 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
- Broadcast TV
- Search
- Native
- Display
- Radio
- Spotify
- Outdoor

DIGITAL AD SPEND

- Facebook: 20%
- Instagram: 18%
- LinkedIn: 12%
- Snapchat: 9%
- Google Display & Native: 15%
- Basis Display & Native: 15%
- Adroll Retargeting: 3%
- Geofencing: 4%
- Spotify: 6%
- YouTube: 10%
- Basis Video: 6%
- Google AdWords: 1%
WEB AND DIGITAL MARKETING

NOTEWORTHY

+94% unique pageviews on newly restructured Graduate and Professional Studies landing page

COVID-19 and Return to Campus Webpages

35,580 ycp.edu/coronavirus Pageviews

6,223 ycp.edu/return Pageviews

BRAND AWARENESS

2,179,899 (-1.38%) Pageviews

732,241 (+22.85%) New Users

NOTE: Work-from-Home may inflate this number, since we can only filter out employee use by on-campus IP address.

AUDIENCE INVESTMENT

30,768:49:24 (-6.3%) Time on Page

52.03% (-7.63%) Average Bounce Rate

GOAL COMPLETIONS*

*Information request clicks, application clicks, campus visit registration clicks, virtual tour requests, event registrations (such as Open Houses), etc.

21,715 Goal Completions

1.09% Average Conversion Rate
## VIDEO

### GENERAL
- 153,738 Total Views
- 107 Videos Produced

### YOUTUBE
- 30,957 Views
- 548 Total Subscribers; 78 New
- Top 3 Videos:
  - York College of Pennsylvania Aerial View
  - First Year Living Areas
  - Fall Fest 2019

### INSTAGRAM
- 35,891 Views
- Top 3 Videos:
  - Florida Student Takeover
  - Happy Holidays
  - Fall Fest 2019

### TWITTER
- 18,668 Views
- Top 3 Videos:
  - Then and now YCP
  - We Did It - Nick Miguelino
  - Gianfranco

### FACEBOOK
- 68,492 Views
- Top 3 Videos:
  - SpartaNation
  - Kelley Gibson
  - Move-in Day
Three issues of York College Magazine were produced and mailed in August 2019, December 2019, and May 2020.

- 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 2019 Vol. 2 mailed to 35,884. The 2019 Vol. 3 mailed to 35,874, and 2020 Vol. 1 was distributed to 36,969 readers.

- Fall 2019 and Spring 2020 Cultural Series brochures were distributed to 84,891 and 84,829, respectively.

131 projects, such as the Donor Report, Year of 50 Spartans, mailings, and newsletters, were edited and proofed for departments including Advancement, Alumni Relations, and Enrollment.

21 design projects were proofed and tracked through Workzone.

74 issues of The Fountain, a weekly news and bi-weekly employee information newsletter, reached 1,289 YCP and YCDS staff and faculty.

7 Heritage Newsletters were prepared for Donor Relations.

11 copies of News Digest, a newsletter begun in September 2019, detailing media from the previous month, were produced.

57 News Stories were published on the website.

113 Spotlight Stories were published on the website.
6 group releases were distributed between the Dean’s List and Graduation via Merit (system for hometown media releases for student achievements).

50 releases distributed locally

National with RW Jones Agency

60+ reporter’s queries shared

50+ YCP stories or faculty experts pitched

NOTABLE MEDIA HITS

- James Norrie’s op-ed, “Facebook @15: It’s time to be the parents in the room and hold this greedy, adolescent company accountable,” was published by Fox News on February 4, 2019.

- Chrystine Mitchell’s op-ed, “It’s Read Across America Day Here’s what our kids must know as literacy grows more complex,” was published by Fox News on March 2, 2019.

- An excerpt of Retired Lt. Gen. Michelle Johnson’s commencement speech was included in USA Today’s 2019 commencement roundup, which was published on May 25, 2019.


- Michael Thorp was quoted in Alex Kafka’s article, “A College Applicant Writes About Mental-Health Challenges. Should Admissions Red-Flag That File?” The article was published by The Chronicle of Higher Education on August 22, 2019.

- Nicole Sadowski was quoted in Ilana Kowarski’s article, “How Extracurricular Activities Affect MBA Admissions,” which was published by U.S. News & World Report on February 10, 2020.

- Tamara Schwartz’s op-ed “How to Date Your AI” was published by Salon on February 14, 2020.
THE SPARTAN ATHLETIC WEBSITE
was redesigned in collaboration with Presto Sports to include new and updated features. As a result of COVID-19, the following new content was created:

- Spring Senior Spotlight series featured seniors who lost their final seasons.
- Provided each spring team with a virtual senior day.
- Behind the Shield video interview series features Spartan coaches, student-athletes, and support personnel.

SOCIAL MEDIA FOLLOWERS

- Twitter: 4,309
- Instagram: 3,727
- Facebook: 4,835
- YouTube: 79

YOUTUBE CONTENT
- Game Highlights: 43 videos (2,542 views)
- Award Videos: 6 videos (1,390 views)
- Behind the Shield Series: 16 videos (1,100 views)
- Coach Shows: 8 videos (144 views)

STRETCH INTERNET GAME BROADCASTS
- 84 Broadcasts (21,954 total views)

GAME PROGRAMS
- 77 Game Programs Produced
CREATIVE SERVICES

DESIGN
Over 1,500 design projects completed

Notable projects:

- Brand Architecture logos
- Logos suitable for embroidery
- Evolve Campaign theme
- Award-winning Cultural Series promotional piece
- J.D. Brown Center for Entrepreneurship promotional piece

PHOTOGRAPHY
435 photo shoots

The PhotoShelter archiving software was organized into galleries with online access for campus colleagues.

26,780 photos available in the PhotoShelter database

PROJECT MANAGEMENT
A new Marketing Project Management System called Workzone was implemented to provide a centralized method for submitting graphic design, printing, digital, and editing requests. The system officially launched to the campus community in March 2020. This online system, in conjunction with a new process, provided:

Ease: An easy way to submit requests by completing a form and uploading the corresponding files.

Quality and Efficiency: Content and/or layout review is done by the Communications Team prior to the stakeholder receiving proofs, helping to reduce the number of proofs stakeholders need to review.

Simplicity: A simple way to review proofs and add edits.

Transparency: The ability for stakeholders to check on the production status of their projects at any time.

257 projects were completed within Workzone from fourth quarter launch through June 30, 2020.
York College launched a new brand architecture in February 2020 to provide clarity about the York College of Pennsylvania brand and to help standardize its application.

- Shared new logos with the entire campus community via a shared Google Drive folder: 800 brand architecture Tier 1, 2, and 3 logos (100 logos, 8 versions of each)
- Updated visual identity guidelines, stationery templates, and branded PowerPoint template
- Developed new branded social media graphics

**Implemented new brand strategy as outlined in the Institutional Marketing Plan**

- Developed new Brand Platform with revised positioning statement, brand pillars, personality and tone, and foundational elements
- Created a messaging toolkit with a new bank of messages and headlines to align specific schools, departments, and programs with core external audiences
- Began development on a brand anthem video to be the centerpiece of the brand refresh

**PRINT AND MAIL SERVICES**

- **6,500** print jobs completed for Academic Printing
- **66** bulk mailing jobs sent to fulfillment
- **$59,400** of out-going mail processed
- **2,548** USPS shipping labels processed for outgoing packages