

Communications and Marketing Updates

April 2022



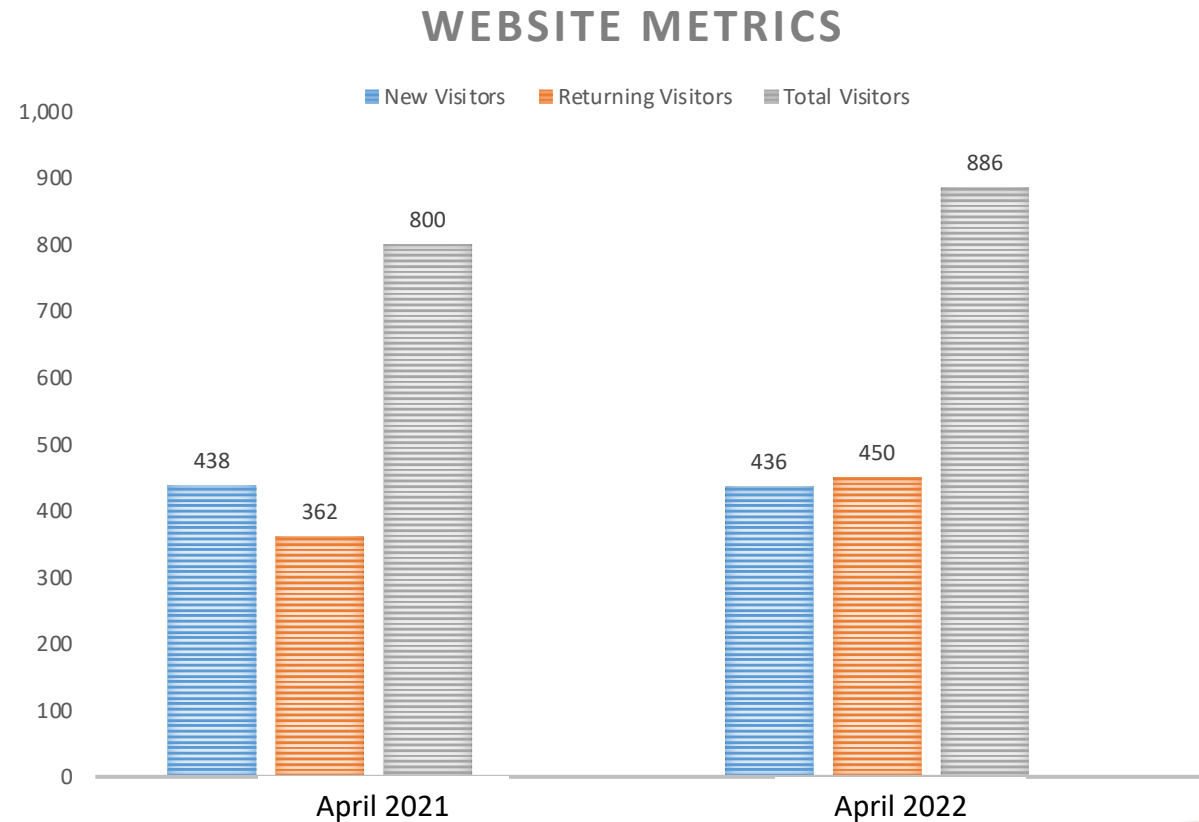
KCC FLEX Web Traffic

April 2021 vs April 2022

Summary

- Total visitors to the [KCC FLEX](#) landing page increased 11% in April 2022 vs. April 2021.
- Visitors who submitted the online form on the KCC FLEX webpage, learned about KCC FLEX in the following ways:
 - 44% from digital ads
 - 14% from a friend
 - 12% from an advisor
 - 1% from a student
 - 16% from other (professor, google search, online)

Source: Google Analytics



KCC Web Traffic

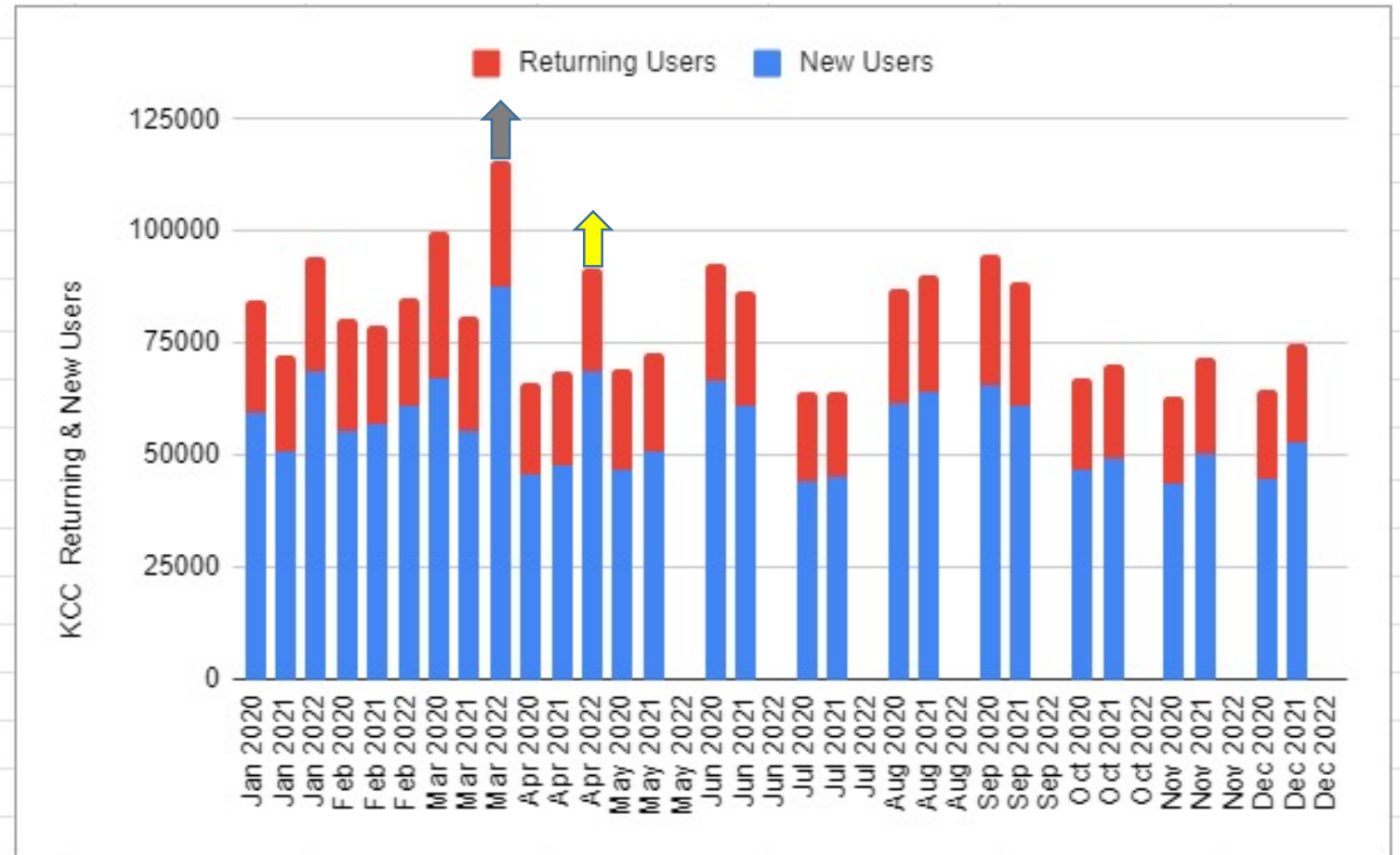
April 2021 vs April 2022

Summary

The chart displays Total Users (Returning Users + New Users) to our homepage for each month from 2020 to 2022-to-date.

- The yellow arrow shows exponential growth in Total Users in April 2022 vs. April 2021
- The gray arrow over March 2022 reflects the increase in users after a digital ad campaign.
- Our next campaign begins in May and we will run digital campaigns on a monthly basis.

Source: Google Analytics



Website Refresh

Website Refresh Phases:

Phase 1: Visual Design, Site Structure and Content Review (8 weeks).

Phase 2: Accessibility and Validation Analysis: the Modern Campus (MC) team runs reports of all webpage template design files to insure they are free of any accessibility or validation errors. (3 days)

Phase 3: Technical Specification: MC team schedules content management system (CMS) “Tech Spec” meetings to seek feedback/input from KCC teams for all design elements available in working design. (2 weeks)

Phase 4: CMS Development: ongoing weekly meetings; content migration planning (8 -10 weeks)

Phase 5: CMS delivery of development, CMS Training, first migration sample uploaded for testing (1 - 2 weeks)

Phase 6: Testing by KCC Team, CMS Development to address any issues noted (2 - 4 weeks)

Phase 7: Final migration upload training of migration script with KCC technical team members (1- 2 weeks)

Summary:

Phase 1: Visual Design, Site Structure and Content Review

- Visual Design is complete.
- Site Structure: the main navigation menu is complete. Reorganization of subpages and mega menu navigation continues.
- Content Review: Content audit of 4,000+ webpages continues as we condense and/or delete repetitive subpages, convert PDFs to webpages for better continuity for user experience, and add keywords and descriptions to content to enhance SEO (Search Engine Optimization)

Phase 2: Accessibility and Validation Analysis

- Our new webpage template designs were tested and passed for being free of of any accessibility issues and are responsive (or mobile-friendly), so they work well for mobile, tablet, and desktop devices.
- We have new template designs to test for Admissions and the Academic Calendar as we automate how the page is populated.

Phase 3: Technical Specification

- We conducted “Tech Spec” meetings and provided feedback on all design elements of the template designs. We will do the same for the Admissions and Academic Calendar webpages.

Next Steps:

- We will meet Modern Campus on Monday, May 9 to review our progress and timeline to launch, and report back to the campus community.

Graphic Design

Summary

Our graphic design team created a number of marketing assets in April to promote spring and fall registration, KCC programs and events, and national days of remembrance.



Stories

Summary

Among our stories in April, we featured a KCC alum in our Campus News email and KCC faculty in our Q&A: KCC Faculty on Teaching column.



Q&A with Tommy Mintz PHOTOGRAPHY

How did you get into teaching?

I began teaching in high school. My photography teacher asked me to be an assistant teacher senior year. I continued my teaching practice with my second job after college as a technology instructor for a wide variety of ages at the East Side House Settlement in Mott Haven in the Bronx. I realized that I wanted to teach photography. I then went to Queens College for an MFA, intending to teach at a college. I was an adjunct lecturer at Queens College, Bergen County Community College and Kingsborough for nine years and really enjoyed the experiences on different campuses.

What career did you imagine for yourself when you were in college?

I went to a college to study with a specific photographer who taught there. I knew that I wanted to be an artist. Knowing this, I decided to study other subjects that could provide ideas to utilize in my work — computer science, sociology, mathematics, dance, theater, marine biology, the history of science, constitutional law — all of which continue to inform to my photographic work.

What do you love about teaching?

I love sharing my practice. Digital photography is present in everyone's lives and aiding students in raising their consciousness of their creation and consumption of photography is very gratifying.

What's your favorite teaching experience?

My favorite teaching experiences are when students are using their cameras to document activities at Kingsborough, especially the Theater Department's productions and the Fashion Department's fashion shows.

In what ways do you bring your professional experience into the classroom?

I share my practice as an artist with my students. From photographing, to organizing, to sharing images, my work uses many of the same approaches and techniques that students in the photography classes learn to use.

What advice do you have for current students?

Photography is a complex craft that is an increasingly large part of our lives. The ability to craft compelling images is empowering. It often takes many failed attempts before a compelling image is crafted. Be patient with yourself as you work on your craft.



CAMPUS NEWS KINGSBOROUGH COMMUNITY COLLEGE DORIS BROWN HALL



KCC alumna Johanne Briere launched her latest venture NYBeauty Suites, in the middle of the pandemic as a lifeline to assist those "beauty-preneurs" who struggled to find space to practice their craft.

KCC Alumnus Launches Brooklyn-Based Workspace for Beauty-Preneurs

KCC Class of 2007 alumna Johanne Briere has an amazing story — one that genuinely captures the essence of how hard work, dedication, and being at the right place at the right time can pay off.

As a hospitality executive, Johanne left a career in the hotel industry to become a full-fledged entrepreneur. Known for hosting elegant networking events throughout Manhattan and Brooklyn, she was on the make to find a new spot to add to her growing list of venues when she noticed construction at the neighborhood Fat Albert Department Store. Upon venturing into the worksite and seeing all the changes, she approached a man who she thought was one of the contractors about doing an event in the location. The developer agreed and asked what her budget was? Johanne shot back that it would be him who would pay her to host the event. Puzzled, but somewhat curious, he agreed to give her a shot, and the rest is history.



Q&A with Michael Sokolow HISTORY

How did you get into teaching?

In 1987, I was an economics major, secretary of Brooklyn College's Corporate Careers Club, and planned to be Alex P. Keaton and go into finance. And then, in my junior year of college, I saw the movie *Wall Street*, which literally changed my life. I discovered that I did not believe that "Greed Is Good," I did not have it in me to be a corporate shark, and it turned out I wasn't all that motivated by money. Then, outside the campus library, I saw a table with a paper flyer for an interdisciplinary co-major called American Studies, and looked into whether I could complete it in the time I had left. I started taking American history and music courses, and applied for a program called the Ford Colloquium for future college teachers (where I met classmate Eileen Ferretti, who is today the chairperson of KCC's English department). The die was cast. (Also, at the age of five, I played a Munchkin in a summer camp staging of the *Wizard of Oz*, with a speaking part. I have never been shy in front of a group.)

What career did you imagine for yourself when you were in college?

Beginning with my epiphany 18 months before graduation, I knew I wanted to be a teacher. I was especially inspired to become a professor by some extraordinarily gifted instructors who taught me everything about motivating students, including professors of English, French, opera (!), and history. My first college class ever was an 8:00 AM section of "History of the Modern World," taught by then-Brooklyn-College-president Robert L. Hess. He had quite an effect on my subconscious, because the idea of emulating his Socratic teaching style and erudition began percolating even then.

What do you love about teaching?

The students, the students, the students. After two pandemic years in my basement instead of a classroom, I am desperate to get back where I belong! I love the dynamic of a group-learning environment, full of lively back-and-forth, awakening to new ideas and insights, challenging questions — even that one student in the back row surreptitiously checking a cell phone or the ones sneaking a peek at a cheat sheet. I miss them all terribly. I have now missed two full years of being in my classroom, which is the equivalent of one entire Kingsborough student's academic career from start to finish. I am thrilled that we're back on campus!

April Press Releases



KINGSBOROUGH COMMUNITY COLLEGE NAMED A SEMIFINALIST FOR THE 2023 ASPEN PRIZE; ELIGIBLE FOR \$1 MILLION IN SHARED PRIZE FUNDS

April 27, 2022 —The Aspen Institute College Excellence Program announced that Kingsborough Community College is one of 25 semifinalists for the Aspen Prize for Community College Excellence. This is the seventh consecutive time the Aspen Institute has recognized KCC.



MEET THE TWO KCC SEMIFINALISTS FOR THE COVETED COOKE UNDERGRADUATE TRANSFER SCHOLARSHIP

April 4, 2022 — KCC students Shaindy Weichman and Jiahua Wu were among the 440 nationwide semifinalists selected by the Jack Kent Cooke Foundation for its highly competitive Cooke Undergraduate Transfer Scholarship from a nationwide pool of more than 1,200 applicants. Finalists for the coveted scholarship, which would provide up to \$55,000 per year to attend a four-year college, will be announced by early May.

Visit our [News](#) webpage for more recent press releases

April Press

Summary

Schneps Media/Bay News: Schneps Media's Bay News: [For the Youth!](#)

Schneps Media/Bay News: Schneps Media's Bay News: [More Than Just Resume Writing: College Students Succeed With Career Coaching and Planning](#)

Hyperallergic: [Shedding Light on Homelessness Through Artistic Ingenuity](#)

Frieze: [UnHomeless NYC Calls Into Question the Exceptionality of Artistic Practice](#)

Visit our [News](#) webpage for more recent press.

BAY News

April 17, 2022 including **KINGS COURIER & FLATBUSH LIFE**
SERVING BENSONHURST, BRIGHTON BEACH, CONEY ISLAND, GERRITSEN BEACH, KINGS HIGHWAY, MANHATTAN BEACH, MIDWOOD, & SHEEPSHEAD BAY

18 For the youth!

Adams rolls out vocational training program for foster care youth

BY ETHAN STARK-MILLER
Continuing his role out of initiatives to jumpstart the city's economy coming out of the coronavirus pandemic, Mayor Eric Adams announced on March 29 a new vocational and apprenticeship program for youth 16 to 24 living or coming out of foster care.
"For those young people who have been in foster care or had contact with the juvenile justice system, instead of leaving them there, we need to be there for them to give them the support," Adams said. "This new vocational training and apprenticeship program will be a partnership between the city, the W.K. Kellogg Foundation, the City University of New York (CUNY) and the private sector. The event took place on the campus of CUNY's Kingsborough Community College, where Adams was joined by CUNY Chancellor Félix Matos Rodríguez, Administration for Children's Services (ACS) Commissioner Jess Dannhauser and two young people who've already been through the program.
Echoing a comment Adams made earlier about the importance of "upstream" — or preemptive — solutions, Dannhauser said



Mayor Eric Adams with Administration for Children's Services Commissioner Jess Dannhauser announcing new V-CRED vocational and apprenticeship program at CUNY's Kingsborough Community College. Screenshot

"All of the new growth seeing in the IT industry city, these young people move into those employment opportunities," Adams said we need the new tech to come to our campuses the young people we have Don't recruit outside of when you have great home product right here in the New York."
Antoinette McKnight, the students who just finished the program, just became medical technicians will now study to become paramedics. McKnight said the program has been vital to her dream of becoming a paramedic, something she wanted since she was a little girl.
"Without this program see how it would be possible of right now, because I'm in foster care and I just left it, so I'm on my own, right said. "So, it's better future."

More Than Just Resume Writing: College Students Succeed With Career Coaching and Planning

BY DR. CLAUDIA V. SCHRADER
There was a time when college offices for career services received visits from students only looking for help to create a resume. Today, these services have evolved from being primarily transactional to becoming more relational. Career coaches provide support from as early as students' orientation as freshmen to providing the kind of guidance and skill-building they need as they approach graduation. Career coaching coupled with workshops on such topics as time management, goal setting, job interviews, employment training, and work-life balance are designed to help soon-to-be college graduates, internship seekers, and students who are still trying to find their career niche sharpen their skills and focus. These skill-building sessions all but ensure that they are ready to respond to numerous local, regional, and national job internship opportunities.
As such was the case with Michelle Rozenblyum, now a Kingsborough Community College alumna, who shared that the KCC Center for Career Development & Experiential Learning was a "life changer" for her. Her career coach helped her to discover and successfully pursue her professional passions.
Michelle shared that a significant challenge she faced while interning was balancing school and work. She overcame this challenge by using any free time she had to do assignments way ahead of time and stay on track with daily assignments. "While also starting one of my evening classes on the bus while going home," Michelle stated. "As a result of my internship, I got an opportunity to work with an amazing team who supported me and guided me through



Marisa Joseph, director of the Center for Career Development & Experiential Learning at Kingsborough Community College, gives career coaching to a KCC student.

how the afterschool program is run. My internship also resulted in me having an opportunity to get employed to become an official member of the YWCA after-school program at PS 329."
Another former KCC student, Humas Ali, who earned an associate's degree in business administration, was granted an internship with the Alliance for Coney Island as a marketing and events coordinator. He found the experience helped him immeasurably. "The most important thing I gained through this experience was effective communication and conflict resolution at the workplace. It was key to being able to meet with and resolve a problem with a supervisor beforehand so that both sides are aware of the situation and that a solution could be created before turning into a huge conflict at work."
Kingsborough realizes that the key to success is much more than academics. It's also about having support and access to opportunities for professional growth. From the moment students set foot on the campus, staff work with them to determine steps to achieve their ultimate goal ... a successful career.
Kingsborough Community College Career Services Center hosts career exploration events including workshops and career conversations featuring guest speakers who share about their careers and offer advice for students to be successful as they plan for their long-term goals. The Center's services are available to students beyond graduation, free of charge. Its newsletter can also be found here at <http://www.kbcc.cuny.edu/career/documents/C102.pdf>. For more information, call 718-368-5115 or email careerdevelopment@kbcc.cuny.edu.

FRIEZE

FEATURES & INTERVIEWS EXHIBITION REVIEWS OPINION WATCH & LISTEN FAIRS & EVENTS SHOP

‘UnHomeless NYC’ Calls Into Question the Exceptionality of Artistic Practice

At the Kingsborough Art Museum, New York, a group show advocates for collective, cross-disciplinary collaboration to ensure that no one is without a place to call home

BY ANDREAS PETROSSIANTS IN EXHIBITION REVIEWS, US REVIEWS | 12 APR 22



HYPERALLERGIC Membership

Shedding Light on Homelessness Through Artistic Ingenuity

The unhoused can teach a masterclass on survival — and that we are all just one stroke of bad luck away from the same fate.

by Billy Anania
April 11, 2022

