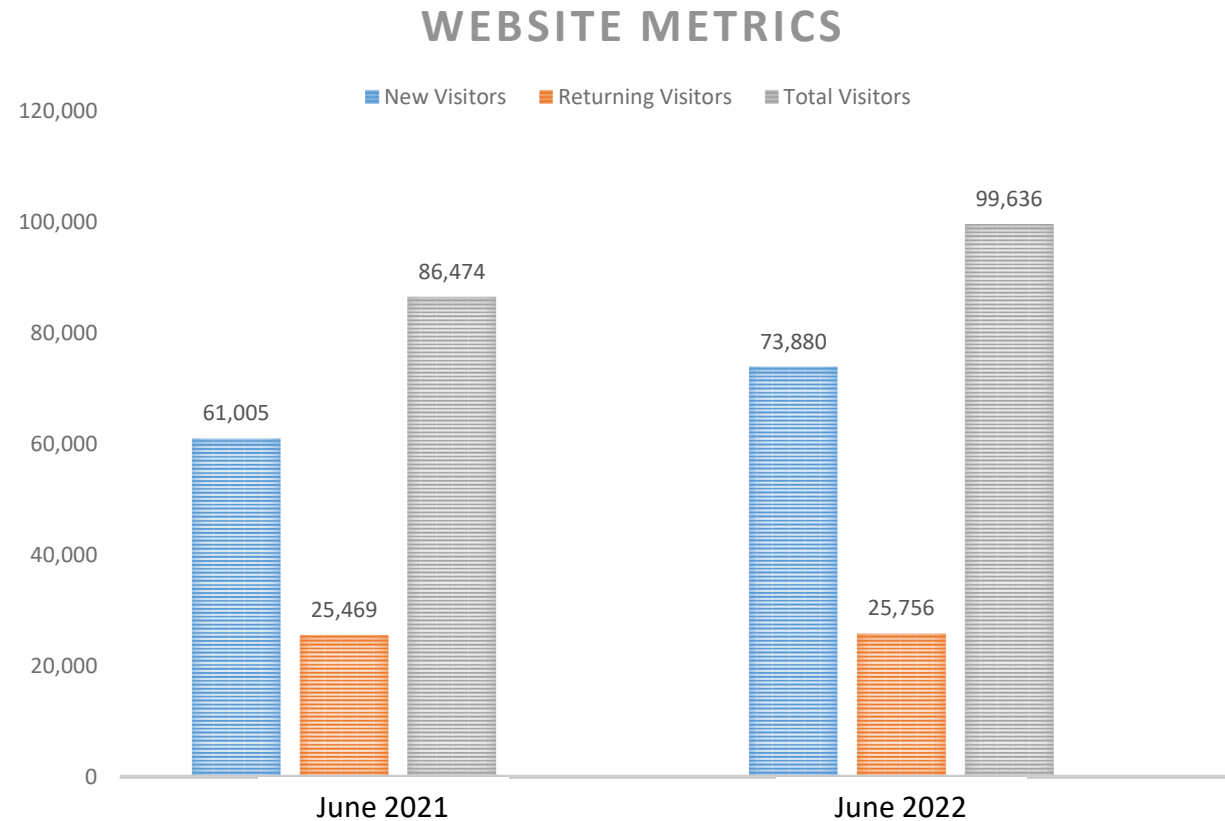# Communications and Marketing Updates
June 2022

KCC Web Traffic Growth
June 2022 vs June 2021

Summary

The chart shows **steady growth** of New Visitors and Total Visitors to our homepage for June 2022 vs. June 2021:

- The blue columns show that New Visitors increased 21%
- The orange columns show that returning visitors increased nominally
- The gray columns show that Total Users increased 15%
- This increase can be attributed to our digital ad campaigns, as well as our cable TV, social media, print, direct mail and Niche.com campaigns
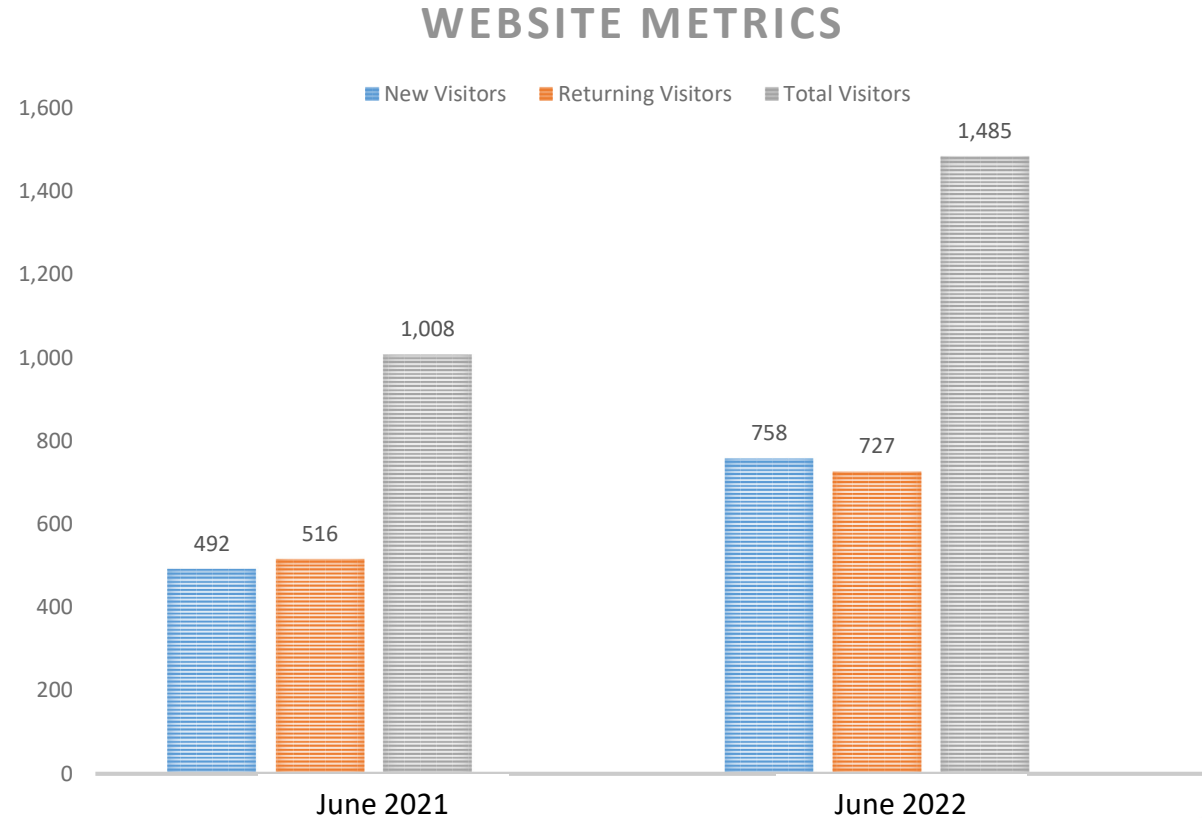
Source: Google Analytics

WEBSITE METRICS

Legend: ■ New Visitors   ■ Returning Visitors   ■ Total Visitors

June 2021
- New Visitors: 61,005
- Returning Visitors: 25,469
- Total Visitors: 86,474

June 2022
- New Visitors: 73,880
- Returning Visitors: 25,756
- Total Visitors: 99,636

Y-axis: 0 / 20,000 / 40,000 / 60,000 / 80,000 / 100,000 / 120,000

KCC FLEX Web Traffic Growth June 2022 vs June 2021

Summary

The chart shows steady growth of New Visitors, Returning Visitors and Total Visitors to our KCC FLEX landing page for June 2022 vs. June 2021:

- The blue columns show that New Visitors increased 54%
- The orange columns show that Returning Visitors increased 41%
- The gray columns show that Total Users increased 47%
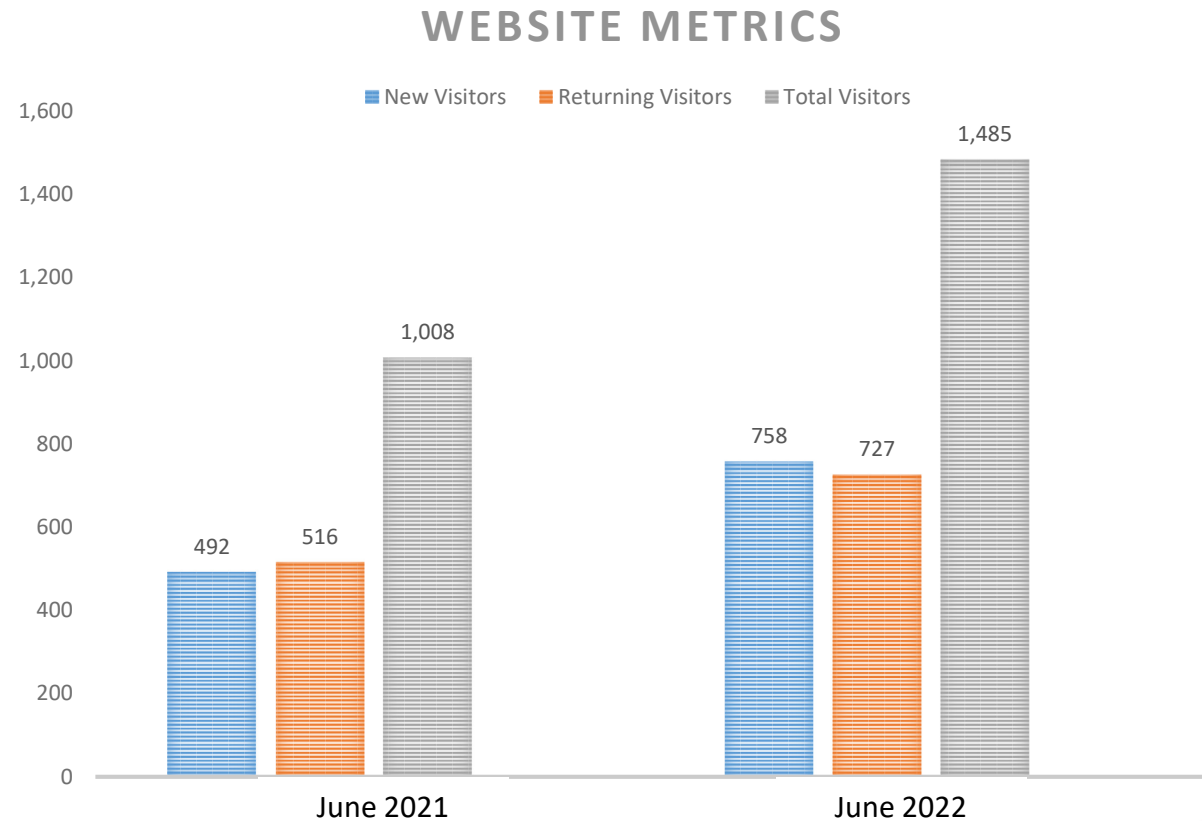
Source: Google Analytics

WEBSITE METRICS

Legend: ■ New Visitors ■ Returning Visitors ■ Total Visitors

June 2021: New Visitors 492, Returning Visitors 516, Total Visitors 1,008
June 2022: New Visitors 758, Returning Visitors 727, Total Visitors 1,485

KCC FLEX Web Traffic Growth
June 2022 vs June 2021

Summary

- Visitors who submitted the online form on the KCC FLEX webpage in June, learned about KCC FLEX in the following ways:
  - 41% - Digital ads
  - 19% - KCC advisor
  - 10% - Friend
  - 5% - KCC student
  - 2% - KCC flyer
  - 2% - KCC email
  - 16% - Other (Google search, KCC website, Schedule Builder, family member)

WEBSITE METRICS

New Visitors   Returning Visitors   Total Visitors

June 2021: New Visitors 492, Returning Visitors 516, Total Visitors 1,008

June 2022: New Visitors 758, Returning Visitors 727, Total Visitors 1,485

Website Refresh Timeline Update

Phase 1: Visual Design, Site Structure and Content Review (8 weeks) COMPLETED
Visual Design is complete. Site Structure: the main navigation menu is complete. Reorganization of subpages and mega menu navigation is ongoing. Content Review: Content audit of 4,000+ webpages is ongoing 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 (3 days) COMPLETED
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: (2 weeks) COMPLETED
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.

Phase 4: CMS Development: (8 -10 weeks) ONGOING - July 7 expected completion
Ongoing weekly meetings; content migration planning. There was a week delay in getting template feedback internally and creating new custom templates for the Academic Calendar and Admissions. There was a three-week delay with Modern Campus (vendor) securing a Development team to work on our project. They found one this week.
Modern Campus has told their Development team that this project is of utmost priority.

Phase 5: CMS delivery of development, CMS Training (1-2 weeks) - July 13 expected completion – DELAYED AS OF 7/11
Includes first migration sample uploaded for testing.

Phase 6: Testing by KCC Team (2 - 4 weeks) - August 3 expected completion
CMS Development to address any issues noted (2 - 4 weeks). Modern Campus will work hard with Orit and other technical members at KCC to help testing be reduced to 2~3 weeks.

Phase 7: Final Migration Script - (1 - 2 weeks) August 17 expected completion
Upload training of migration script with KCC technical team members.

Phase 8: CUNY KCC team to clean-up content - (4-8 weeks) - August 17 - September 28 completion (October 12 the latest)
Ensure all pages have been viewed/checked; prepare all content for Go-Live [Phase 1] in first week of October.

June Press Releases

KINGSBOROUGH COMMUNITY COLLEGE TO GRADUATE NEARLY 2,000 STUDENTS AT ITS 57TH COMMENCEMENT CEREMONY
June 14, 2022 – President Dr. Claudia V. Schrader will confer nearly 2,000 students with associate degrees at Kingsborough Community College's 57th Commencement ceremony on Thursday, June 16, 2022. This is the College's first fully in-person graduation since 2019. Journalist Errol Louis will deliver the keynote address.
Read more.

FINE ARTS MAJOR JORY KEOGH NAMED VALEDICTORIAN OF KINGSBOROUGH COMMUNITY COLLEGE'S CLASS OF 2022
June 14, 2022 — Jory Keogh will serve as valedictorian of Kingsborough Community College's class of 2022 at the 57th commencement ceremony on June 16, 2022. He graduated in August 2021 and now attends Hunter College, where he is majoring in studio art, concentrating on painting, and minoring in film.
Read more.

KCC NAMED A FINALIST FOR THE 2023 ASPEN PRIZE BY THE ASPEN INSTITUTE FOR COMMUNITY COLLEGE EXCELLENCE FOR THIRD TIME
June 7, 2022 – Kingsborough Community College was named a top 10 finalist for the Aspen Prize for Community College Excellence for the third time since the inception of the $1 million prize.
Read more.

Visit our News webpage for more recent press releases

June Press Mentions

June 24, 2022- Riverdale Press: Hoops coach Kenny Stevens wins Knicks award

June 15, 2022- Businesswire: Avaya OneCloud™ Experience Platform Reimagines Digital Campus Learning for Colleges, Universities in the U.S.

June 14, 2022- Brooklyn Eagle: Good Morning Brooklyn

June 8, 2022- Brooklyn Eagle: Good Morning Brooklyn

Visit our News webpage for more recent press.