

# Communications and Marketing Updates

## January 2022



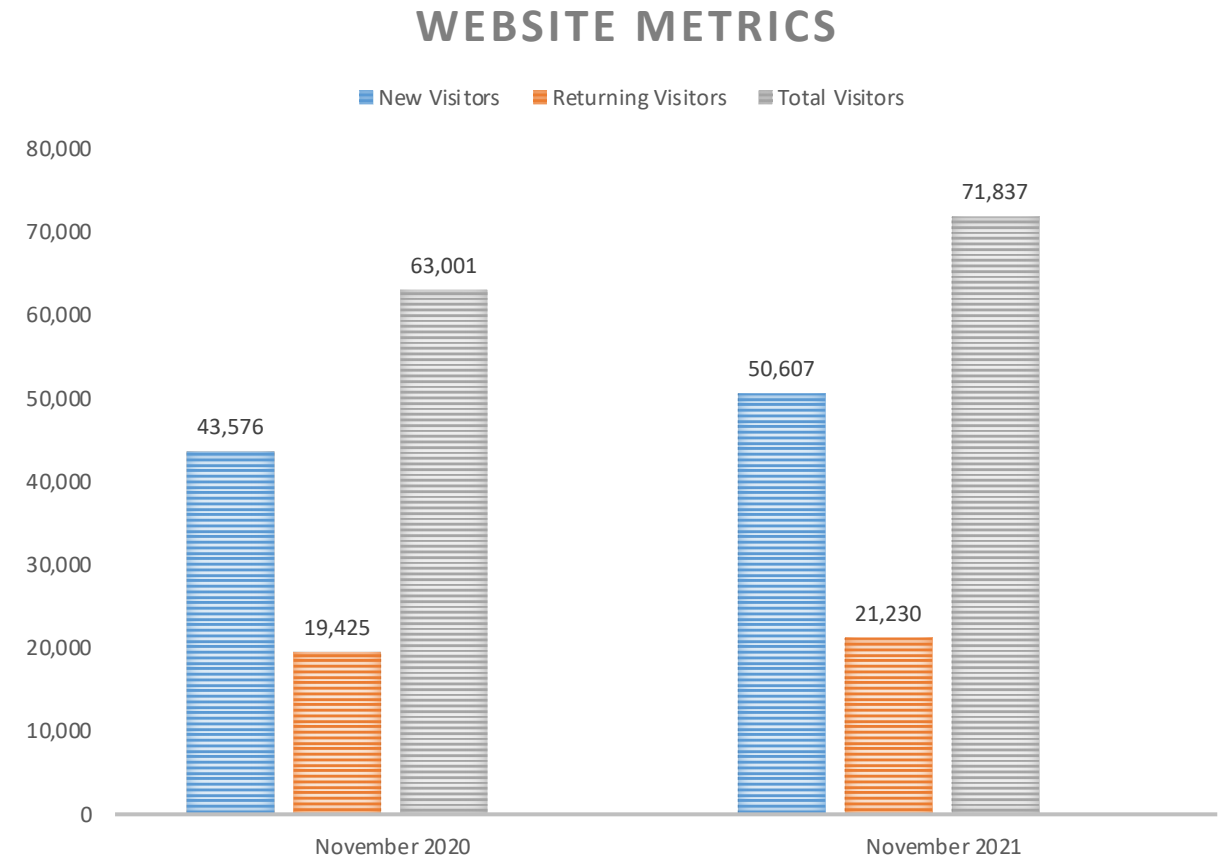
# KCC Web Traffic November 2020 vs. 2021

## Summary

Web traffic increased to our [homepage](#) during November 2021 vs. November 2020

- New visitors (blue bar) increased 16%
- Returning visitors (orange bar) increased 10%
- Total visitors (gray bar) increased 14%

Source: Google Analytics



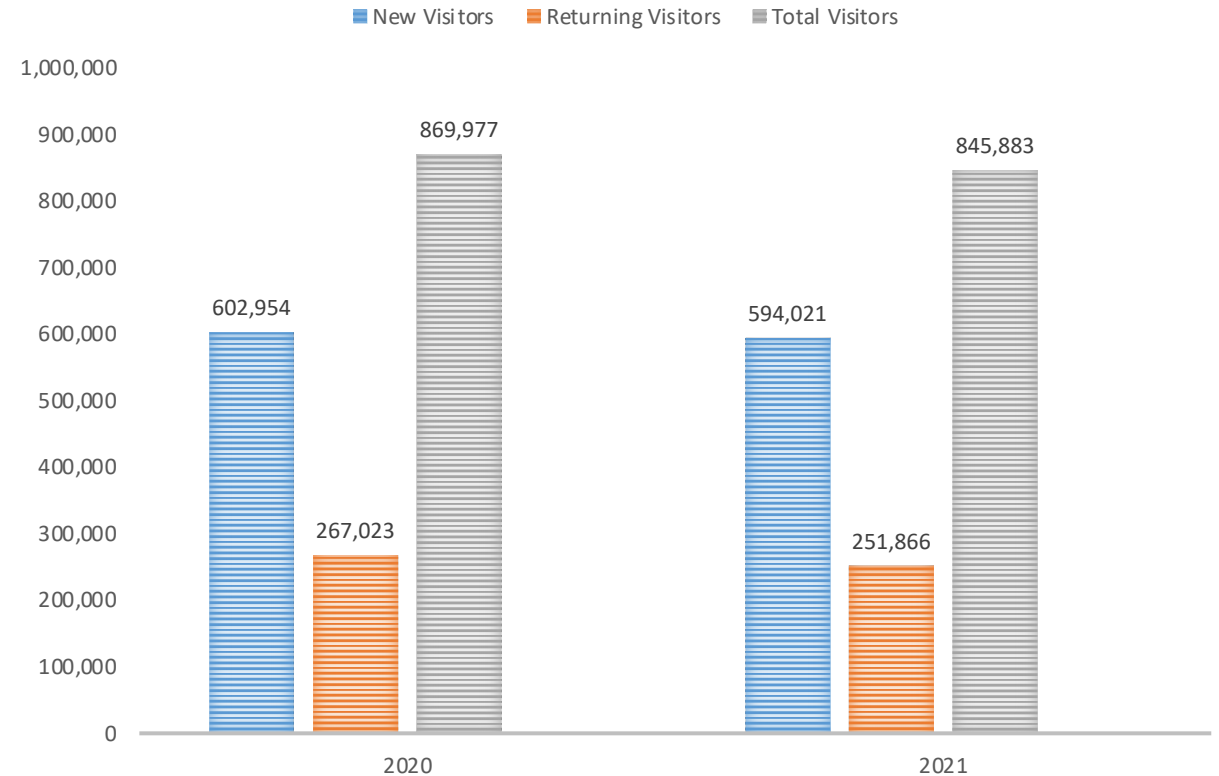
# KCC Web Traffic YTD 2020 vs. 2021

## Summary

Year-to-date (YTD), January – November, web traffic to our [homepage](#) took a minor dip in 2021 vs. 2020:

- New visitors (blue bar) decreased 1%
- Returning visitors (orange bar) decreased 5%
- Total visitors (gray bar) decreased 3%
- The minor dip is attributed to a slight decrease in the number of visitors for the month of September 2021 vs. September 2020. Visitors in August, October and November 2021 exceeded visitors for the same months in 2020

## WEBSITE METRICS



Source: Google Analytics

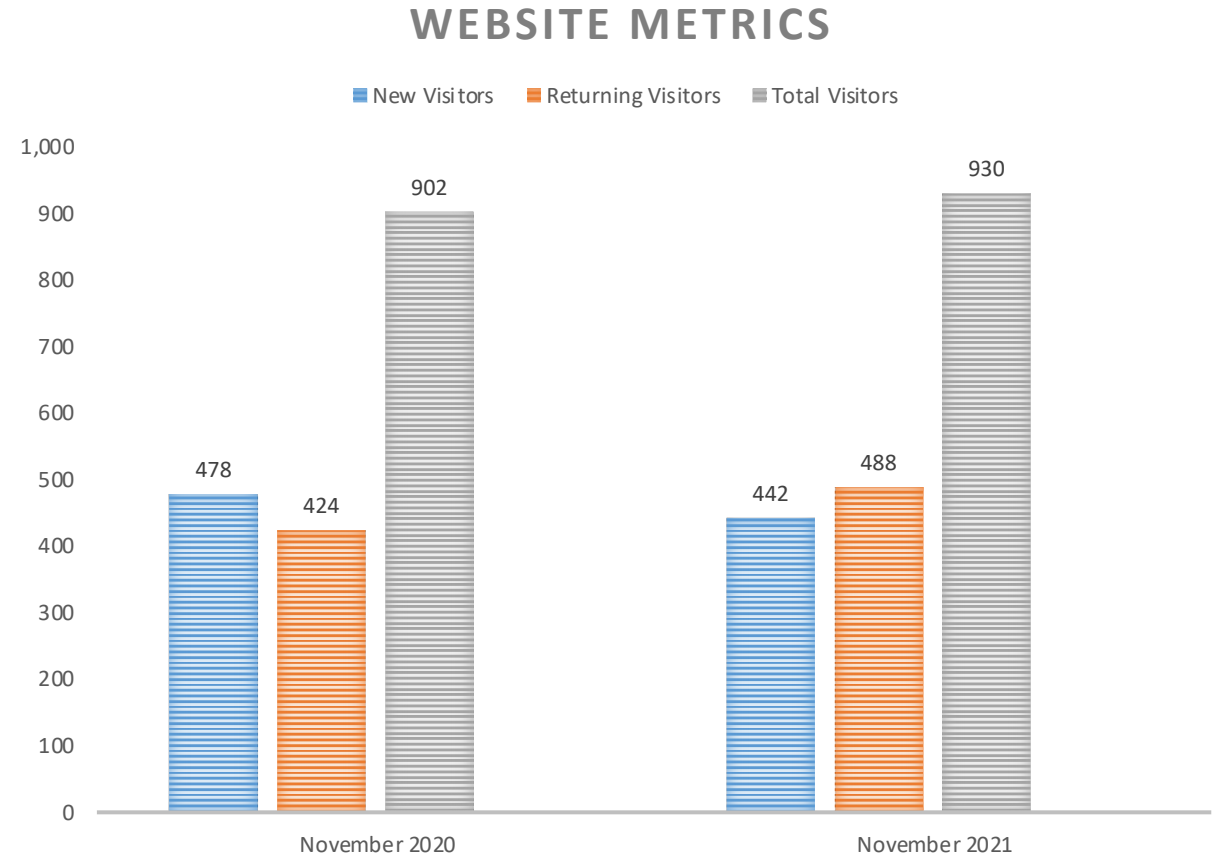
# KCC FLEX Web Traffic November 2020 vs 2021

## Summary

Overall, web traffic increased to the [KCC FLEX](#) landing page during November 2021 vs. November 2020:

- New visitors (blue bar) decreased by 7%
- Returning visitors (orange bar) increased by 15%
- Total visitors (gray bar) increased 3%

Source: Google Analytics



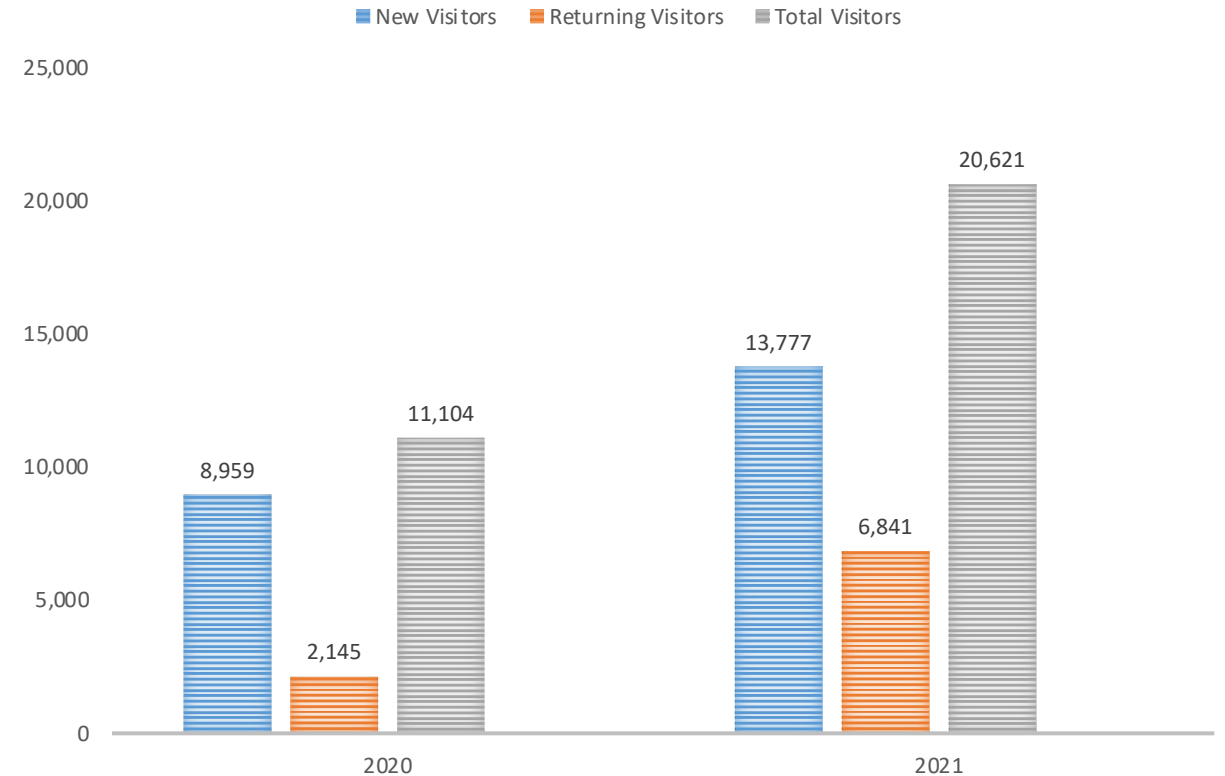
# KCC FLEX Web Traffic YTD 2020 vs 2021

## Summary

Year-to-date (YTD), January – November, web traffic to the [KCC FLEX](#) landing page increased exponentially in 2021 vs. 2020:

- New visitors (blue bar) increased 54%
- Returning visitors (orange bar) increased 218%
- Total visitors (gray bar) increased 86%
- High peaks in visitors correlate with the launch dates for our digital advertising campaigns
- We will continue to invest more of our marketing dollars into digital advertising

## WEBSITE METRICS



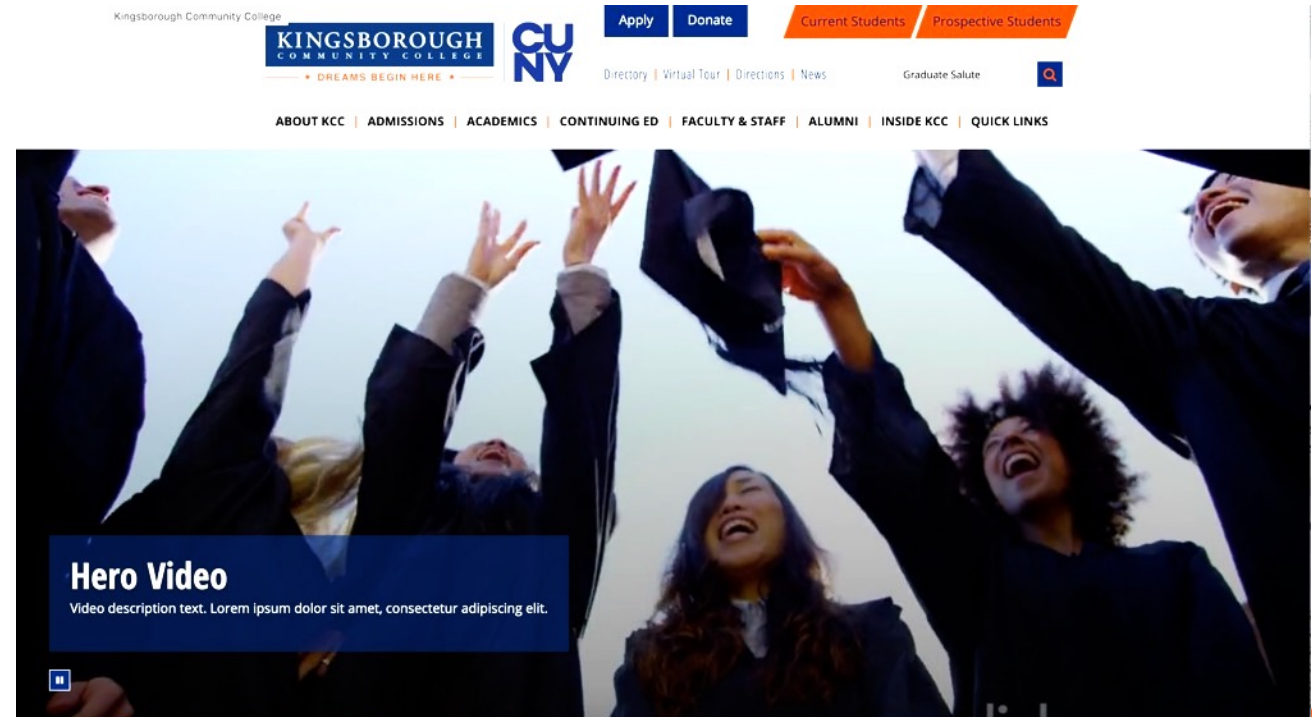
Source: Google Analytics

# Website Refresh

## Update

- After some delays, [Modern Campus](#), has been confirmed as our website refresh vendor. They are the most cost effective and capable vendor of the vendors that responded to our RFQ
- The website refresh will be funded by the KCC Foundation, thanks to the Office of Finance & Administration and the Office of College Advancement
- We will meet with Modern Campus Thursday, December 9 to confirm the refresh timeline

## New Homepage Template



# Website User Experience (UX) Research

## Summary

- Thanks to the DesignWorks program, Baruch College senior Zariah Jenkins interned with us and conducted UX Research to examine the experience current and prospective students have with our website
- Under the direction of KCC webmaster Orit Hirsh, Zariah deployed a user experience survey to 25 current students, and conducted user interviews and usability tests with three prospective students
- The results of her research provided key insights and recommendations that we will incorporate into the website refresh, including developing a cleaner navigation system, "chunking" content into smaller units of information that's easier to digest and synthesize, and maintaining visual continuity across all webpages



# Spring Advertising Campaign

## Summary

- We are launching a digital spring advertising campaign that will run from December 2021 through March 2022
- The ads promote the increase in in-person classes and include ads for general enrollment, KCC FLEX, and ads targeting Latinx students
- The digital ad campaign will be reinforced with a direct mail campaign with the same ads



**IF "I CAN'T WAIT TO GET BACK TO CAMPUS" WAS A PERSON**  
70% of Classes Are In Person.  
30% Are Online.

Spring Classes Begin March 5.

[Apply Now](#)

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COMMUNITY COLLEGE | **NY**

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IN YOUR FAMILY  
TO GO TO COLLEGE.

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Register Early to Get the Classes You Want.

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# Campus Stories

## Summary

- In addition to our regular *Campus News* and *Ovations* stories, we launched a new column *KCC Faculty on Teaching: Q&A* highlighting faculty from across the College and their journey into teaching
- Your stories help strengthen our campus culture and can lead to media placements for KCC, so send us your stories, accomplishments, and notify us of your upcoming events. Email us at [communicationsandmarketing@kbcc.cuny.edu](mailto:communicationsandmarketing@kbcc.cuny.edu)



## Q&A with Delia Hernandez Education

### How did you get into teaching?

Teaching found me! As first-generation students, my best friend and I helped each other through school. When we were completing our college applications, I asked her what I should choose as a major. She looked at me as if she thought it was obvious and responded: "Are you kidding? You are going to St. Francis and will become a teacher." So, I did! I started teaching while I was in college. I majored in English and elementary education and have worked in schools for my entire career. Being a teacher is much more than my profession: It is intertwined with the way in which I live, so it has become a key aspect of my identity.

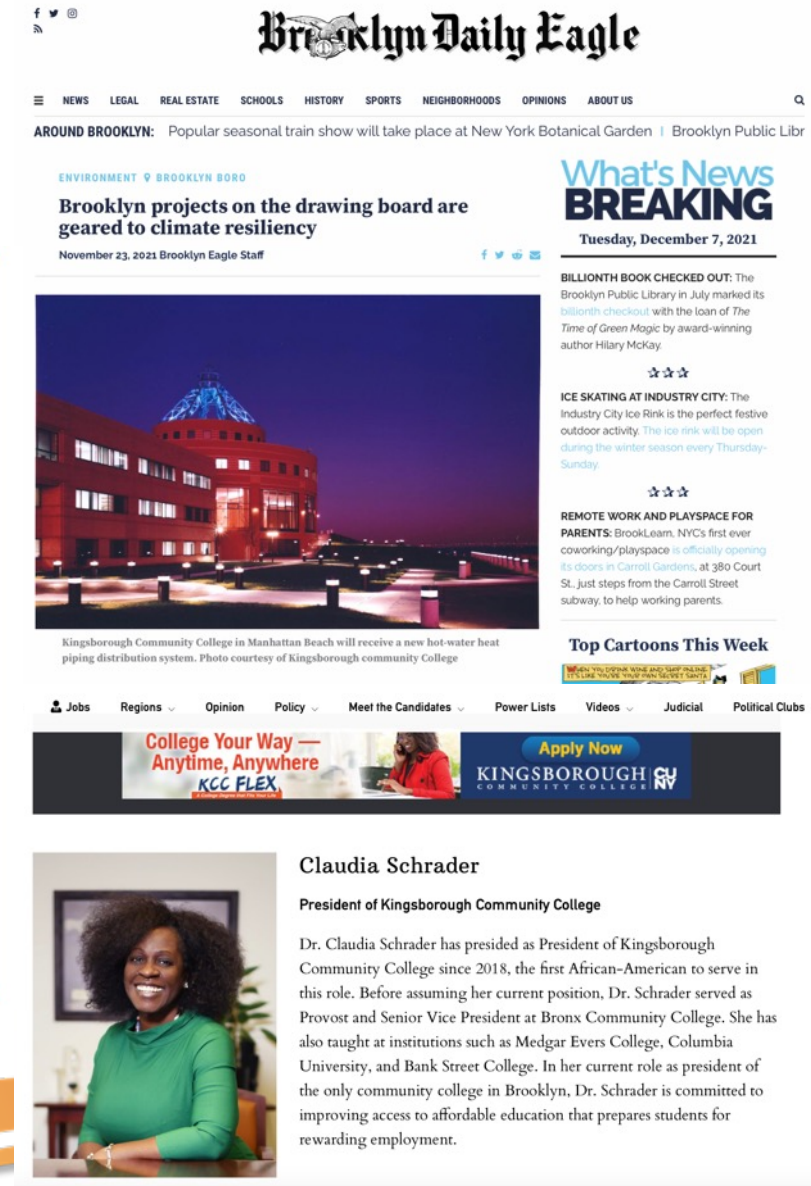
### What do you love about teaching?

I value my role in serving as a bridge between the realities and experiences of my students and the culture of academia. Also, I love the excitement of a new year or new semester - a chance to begin anew and refine my practice.

# Recent Press

## Summary

- Mayor-elect Eric Adams mentioned KCC in his [attached 100+ Steps Forward for New York City plan on page 20](#). "MAKE NEW YORK CITY THE WIND POWER HUB OF THE EASTERN SEABOARD"
- The Brooklyn Eagle mentioned KCC in their recent article [Brooklyn projects on the drawing board are geared to climate resiliency](#)
- Diverse Issues in Higher Education mentioned KCC and Dr. Michael Rodriguez of the Men's Resource Center in their recent article [NYU Panel Takes On Declining Male Enrollment](#)
- PoliticsNY ranked President Schrader as one of [New York's 100 Power Players in Education](#).
- Visit our [News](#) webpage for our press releases and more recent press



**Claudia Schrader**

President of Kingsborough Community College

Dr. Claudia Schrader has presided as President of Kingsborough Community College since 2018, the first African-American to serve in this role. Before assuming her current position, Dr. Schrader served as Provost and Senior Vice President at Bronx Community College. She has also taught at institutions such as Medgar Evers College, Columbia University, and Bank Street College. In her current role as president of the only community college in Brooklyn, Dr. Schrader is committed to improving access to affordable education that prepares students for rewarding employment.

# KCC Social Media Listserv

## Summary

- In an effort to share our social media content more broadly and reach more KCC students, we created a KCC Social Media Listserv that includes email addresses of all KCC social media account managers across the College
- Content that will be posted to KCC's official IG, Facebook and Twitter accounts @CUNYkcc will be shared with members of the Listserv so that the same content can be posted to our other social media handles, including @kccstudentlife, @kcc\_menscenter and more
- If you manage a social media account for KCC and did not receive a recent email from [KCC.Social\\_Media@kbcc.cuny.edu](mailto:KCC.Social_Media@kbcc.cuny.edu), please contact [stephannia.cleaton@kbcc.cuny.edu](mailto:stephannia.cleaton@kbcc.cuny.edu)



# Media Preferences Survey for Students

## Summary

- In partnership with the Office of Student Affairs, nearly 300 KCC students participated in the Media Prefs National Student Survey, that's considered the "Nielsen's ratings" of community college student preferences, on students' thoughts and expectations about online learning, social media usage, our website and how they want to hear from us.
- We will provide a comprehensive report on the results of the survey



# Government Relations

## Summary

- In October, in partnership with the Student Union and Intercultural Center and KCC's Student Government Association, we hosted a Meet and Greet with **NYS Senator Diane Savino** and a discussion about Criminal Justice Reform with former NYS Senator **Ms. Ruth Hassell-Thompson**
- In November, we began meeting with elected officials to plan for ***Kingsborough in Your District*** events for January and February in East New York, Sunset Park, Cypress Hills and Bushwick to encourage general enrollment, and enrollment in the KCC FLEX and ASAP programs
- We also met with elected official to prepare for our top five capital funding requests for the FY23 budget that will be submitted to city and state elected officials, in partnership with the Department of Finance and Administration. If your program is seeking legislative funding, please contact [stephannia.cleaton@kbcc.cuny.edu](mailto:stephannia.cleaton@kbcc.cuny.edu)



Criminal Justice Reform: Your Role

20 | 11AM  
[bit.ly/2XgeWlg](https://bit.ly/2XgeWlg)  
(highly recommended)

## Meet and Greet with NYS Senator Diane Savino

Tuesday, October 26  
at 10:20 a.m.



- \*Ever wondered what is it like to be a NY State Senator?
- \*What do they do?
- \*How do they get to hold this position?
- \*Hear about the story of NYS Senator Diane Savino, learn about what changes she has made in New York, how she listens to New Yorkers, and where she could use your help!

Register in advance for this meeting: <https://bit.ly/3Cz5EzY>

After registering, you will receive a confirmation email containing information about joining the meeting.

This event is co-sponsored by the Student Union and Intercultural Center, the Office of Communications and Marketing, and KCC's Student Government Association.

Contact [hasser@kbcc.cuny.edu](mailto:hasser@kbcc.cuny.edu) with any questions.  
Follow SU&IC on Instagram @kcc\_suic



riminal Justice  
o with you?  
matter?  
o about it?

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