

Communications and Marketing

May 2023 Report



Advertising

Our fall display ad campaign markets our affordability, Accessibility and transferability; our degree and non-degree programs; and drives prospective students to the corresponding landing pages on our website.



DO IT WITHOUT DEBT.
Receive a quality and affordable education and graduate debt-free.

Fall 2023 classes begin **September 8.**
Get your degree. Be who you want to be.

KINGSBOROUGH | **CU**
COMMUNITY COLLEGE | **NY**



TRANSFER IN.
Your future starts here. Complete your degree at KCC.

Fall 2023 classes begin **September 8.**
Get your degree. Be who you want to be.

KINGSBOROUGH | **CU**
COMMUNITY COLLEGE | **NY**



DO IT FOR YOUR FUTURE.
With 50+ programs of study to explore, your future will find you.

Fall 2023 classes begin **September 8.**
Get your degree. Be who you want to be.

KINGSBOROUGH | **CU**
COMMUNITY COLLEGE | **NY**



YOU CAN DO IT.
With dedicated advisors, career coaches and support services, make your dream of a college education a reality.

Fall 2023 classes begin **September 8.**
Get your degree. Be who you want to be.

KINGSBOROUGH | **CU**
COMMUNITY COLLEGE | **NY**



DO IT FROM HOME.
With a dozen fully online programs, get your degree and care for your family.

Fall 2023 classes begin **September 8.**
Get your degree. Be who you want to be.

KINGSBOROUGH | **CU**
COMMUNITY COLLEGE | **NY**



DO IT FOR YOU.
Score high in class and on the court, and make your recruitment dreams come true.

Fall 2023 classes begin **September 8.**
Get your degree. Be who you want to be.

KINGSBOROUGH | **CU**
COMMUNITY COLLEGE | **NY**

Advertising

Our fall display ad campaign markets our affordability, Accessibility and transferability; our degree and non-degree programs; and drives prospective students to the corresponding landing pages on our website.



**DO IT FOR YOU...
AND YOUR WALLET.**

Two in three students attend tuition-free.
Three in four students graduate debt-free.

Fall 2023 classes
begin **September 8.**

**Get your degree.
Be who you want to be.**

KINGSBOROUGH | **CU**
COMMUNITY COLLEGE | **NY**



UPSKILL YOUR SKILL SET.

Enroll in a class or a certificate
program and transform your career.

Fall 2023 classes begin **September 8.** **KINGSBOROUGH** | **CU**
Enhance your abilities. Be who you want to be. COMMUNITY COLLEGE | **NY**



DO IT FOR HIM.

Make your calling
your career and
transform lives.

Fall 2023 classes begin **September 8.** **KINGSBOROUGH** | **CU**
Get your degree. Be who you want to be. COMMUNITY COLLEGE | **NY**



DO IT FOR HER.

With a college degree,
you can land the career
of your dreams — for
you and your family.

Fall 2023 classes begin **September 8.** **KINGSBOROUGH** | **CU**
Get your degree. Be who you want to be. COMMUNITY COLLEGE | **NY**



DO IT FOR HER.

With a college degree,
you can land the career
of your dreams — for
you and your family.

Fall 2023 classes begin **September 8.** **KINGSBOROUGH** | **CU**
Get your degree. Be who you want to be. COMMUNITY COLLEGE | **NY**

Advertising

Our :30 *You Belong Here* commercial launched January 29 on Hulu and YouTube, and to date, has garnered:

- 171,924 plays on Hulu
- 465,000 impressions (the # of times the video was displayed) on YouTube
- 433 website clicks from YouTube

The goal of the commercial is to increase overall brand awareness of KCC. Watch the commercial [here](#).



Advertising

Our KCC FLEX video launched February 22 on Facebook, and to date, has garnered:

- 62,789 views
- 125,958 impressions (the # of times the video was displayed)

The goal of the video is to increase overall brand awareness of KCC FLEX. Watch the video [here](#).

The screenshot shows a Facebook post from CUNY Kingsborough. The post includes a video player for a KCC FLEX advertisement. The video content features a woman in a red jacket talking on a phone, with a large text overlay that reads "Be A Boss. KCC FLEX" and "A College Degree that Fits Your Life". Below this, there is a blue "Apply Now" button. The video player interface shows a progress bar at 0:40 / 2:07, a play button, and various control icons. Below the video player, the post text reads "100% Online Degrees. Flexible and Affordable. Spring 2021 Classes Begin March 6." followed by the Kingsborough Community College logo. At the bottom of the post, there are engagement metrics: 138 likes, 4 comments, and 20 shares, along with buttons for "Like", "Comment", and "Share".

CUNY Kingsborough
Sponsored · 🌐

We are so proud to be the place where dreams begin. Listen to this proud story.

Be A Boss.
KCC FLEX
A College Degree that Fits Your Life
Apply Now

100% Online Degrees. Flexible and Affordable.
Spring 2021 Classes Begin March 6.
www.kbcc.cuny.edu

KINGSBOROUGH CC
COMMUNITY COLLEGE

KBCC.CUNY.EDU
KCC FLEX [Learn more](#)

👍❤️ 138 4 comments 20 shares

👍 Like 💬 Comment ➦ Share

Advertising

Results from our Spanish Radio Campaign on Mega 97.9 and Amor 93.1 to increase brand awareness among prospective Latinx students include:

- **Email/Remail** targeted messages
 - 76,683 emails delivered
 - 16,047 unique opens
 - 303 unique clicks
 - 21.99% open rate (industry average 13%)
 - 2.04% click thru rate (industry average 1.70%)
- **Display Ads**
 - 566,595 impressions (over-delivered impressions by 66,595)
 - 631 website clicks
 - 171 click conversions – direct click from seeing display banner ad
 - .11% click thru rate (industry average .09%)
- **:30 Pre-Roll Video**, paid promotional videos that play before featured videos
 - 51,492 impressions
 - 29,390 video completed views
 - 56.16% video completion rate (industry average 37%)



**Suenos Empiezan Aquí.
Tu Pertenece Aquí.
Dreams Begin Here.
You Belong Here.**

APRENDE MAS AQUÍ



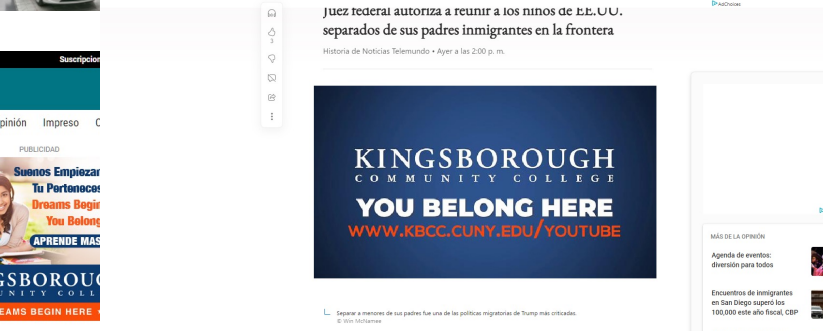
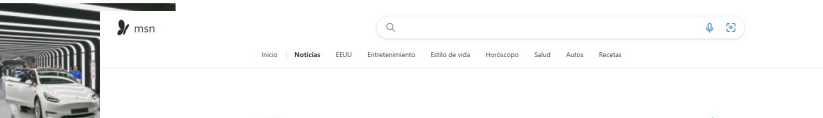
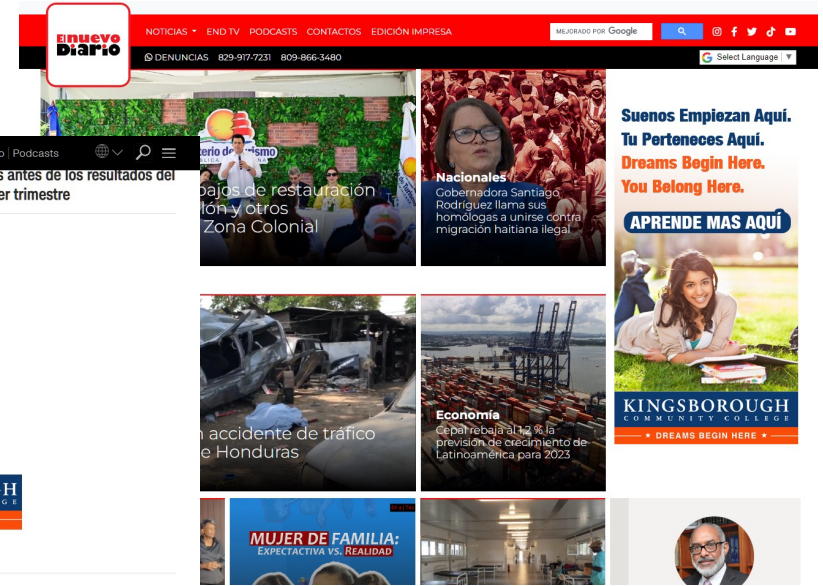
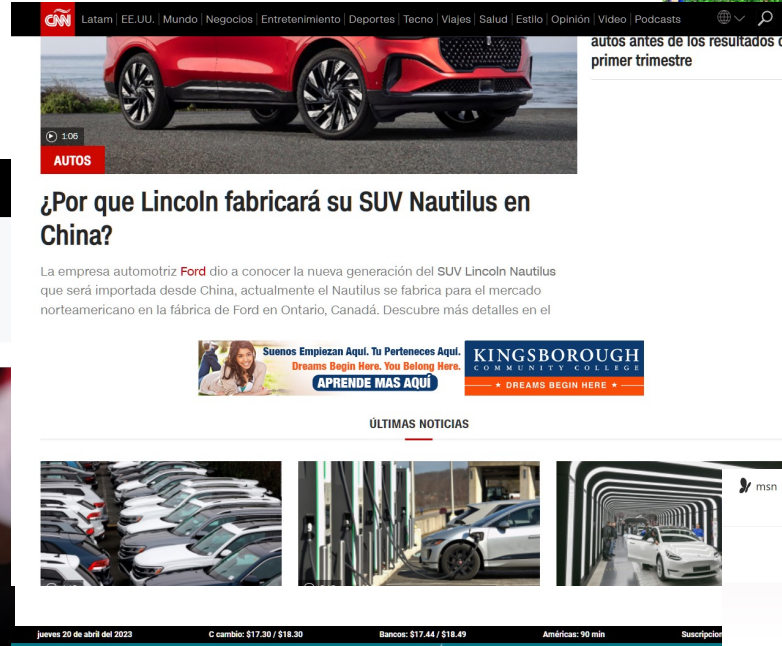
KINGSBOROUGH
COMMUNITY COLLEGE

★ DREAMS BEGIN HERE ★

Advertising

Our Spanish Radio Campaign on Mega 97.9 and Amor 93.1 included prime ad placements with:






- CNN
- El Correo
- El Diario
- El Nuevo Diario
- MSN



Advertising



Our Niche Partner Insights Report shows, month over month (MoM), how students are connecting with us throughout their college search. We will continue to send targeted messaging to our **Qualified Inquiries** (students who like our page) and **Cross-Interest Prospects** (students who have expressed interest in schools similar to KCC).

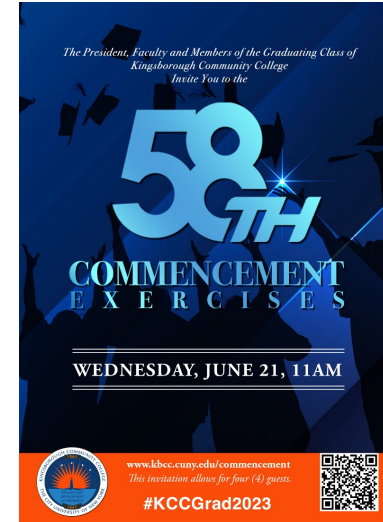
	February	May	%Change
Profile Views	834	776	-7% 
Inquiries from upcoming graduates	115	176	53% 
Click to website/ social media	197	216	10% 
Cross-Interest Prospects	7,423	8,130	10% 
Apply	31	45	45% 

Graphic Design/Branding

We produced dozens of graphics and branded materials for the 58th Commencement Exercises including the following assets.



Social Media Graphics



Invitation



Program



Volunteer Signs



Front Gate Banners

58th Commencement Valedictorian and Salutatorian

+ IN THIS SECTION

[Keynote Speaker](#) > [Valedictorian and Salutatorian](#) > [Commencement Program](#) > [Live Stream](#) > [Special Messages](#) >

Valedictorian Damien Niesewand



Growing up in Minnesota, Damien Niesewand describes his time in high school as a long string of failures and personal crises. Struggling with undiagnosed ADHD and bipolar disorder, he hadn't planned on attending college, believing it wasn't for him. "I'd resigned myself to the idea that I'd spend the rest of my life working minimum wage," he shared.

Salutatorian Chouaib Fadili



Chouaib Fadili spoke no English when he moved to the United States in 2019. "In fact, English was one of the most terrifying parts of making the decision to move to this country," he admitted. Meeting the challenge head-on, he enrolled in an English as a Second Language (ESL) course and became fluent in a year and a half.

Webpages



Ground Signage



Podium Sign



Step and Repeat Signs

Graphic Design/Branding

We produced dozens of event graphics and programs for commencement season and graphics for other initiatives including the following assets.



Program



Invitation



Program



Newsletter



Invitation



Invitation



Invitation

Graphic Design/Branding

We worked with the EMS-Paramedic Program and Finance to rebrand the KCC ambulance.



Multimedia

We worked with academic departments and programs to capture new photos of our students for our advertising and marketing initiatives.



Stories

We deployed Q&A and Ovation stories, and Newsbites and other emails in May. Visit our [Faculty on Teaching](#) and [Ovations](#) webpages for all stories.

KCC FACULTY ON TEACHING

Q&A with

MICHAEL MATTIA
PHYSICAL THERAPIST ASSISTANT



KCC FACULTY ON TEACHING

Q&A with


MAUREEN FADEM
ENGLISH



KCC FACULTY ON TEACHING

Q&A with


ALYSE KELLER
SPEECH COMMUNICATION



KCC FACULTY ON TEACHING

Q&A with

MICHAEL MIRANDA
PSYCHOLOGY



Ovations

KCC FACULTY SPOTLIGHT | Highlighting Excellence in Teaching, Research and Service



Luz Martin del Campo and Richard Legum Join the Newest Cohort of CUNY Career Success Fellows



Dr. Luz Martin del Campo and Dr. Richard Legum, Kingsborough professors of anthropology and philosophy, were recently selected to join the newest CUNY Career Success Fellows (CCSF) cohort. The fellows have been pioneering effective and easy methods of helping students understand how what they learn in the classrooms fits into the National Association of Colleges and Employers' (NACE) eight competencies employers look for when hiring: critical thinking/problem solving; teamwork and collaboration; professionalism/work ethic; oral and written communication; career and self-development; equity and inclusion; leadership; and technology.

[Learn more about the new fellows and CCSF.](#)

KCC ATHLETICS

KINGSBOROUGH COMMUNITY COLLEGE



KCC NEWSBITES

KINGSBOROUGH COMMUNITY COLLEGE

DREAMS BEGIN HERE



Business of Fashion students Matthew Jackson, Angel Thompson, Sasha Barnett, Victoria Hall, Arelis Ascencio attended the National Retail Federation's Student Program earlier this year. Designed to help students of all ages and backgrounds accelerate their careers by connecting them to insights from retail professionals and recruiters looking to hire students for internships and entry-level roles, the students had the opportunity to explore various career paths in the retail industry and meet with dozens of recruiters from their favorite brands. The National Retail Federation waived the \$250 entry fee for all attendees.

KCC NEWSBITES

KINGSBOROUGH COMMUNITY COLLEGE

DREAMS BEGIN HERE



Spring Fest on May 16 was everything. From the snow cones, fried ice cream, pretzels and cotton candy, to the 360 camera, hot dogs, volleyball and music.

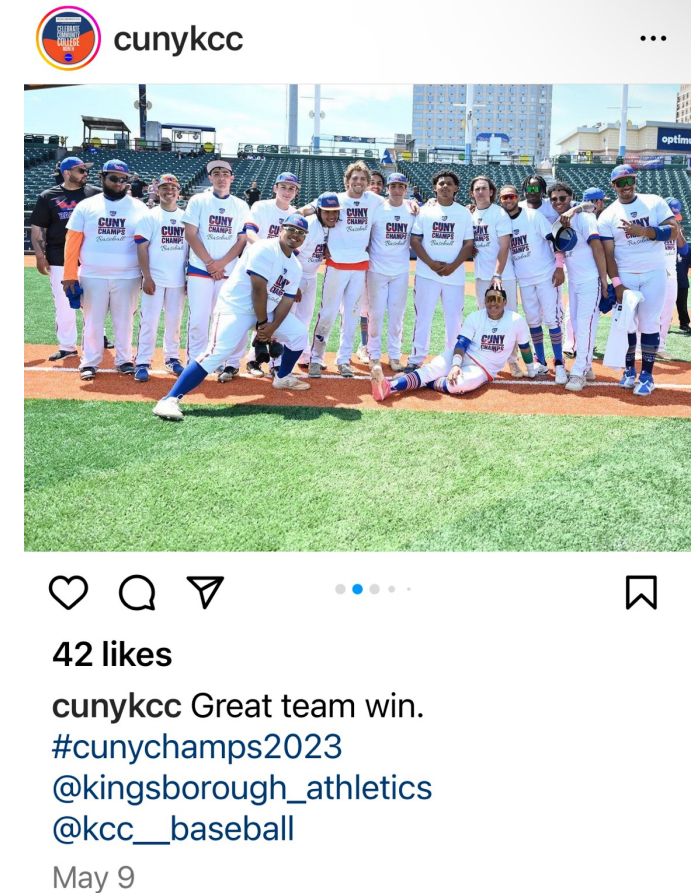
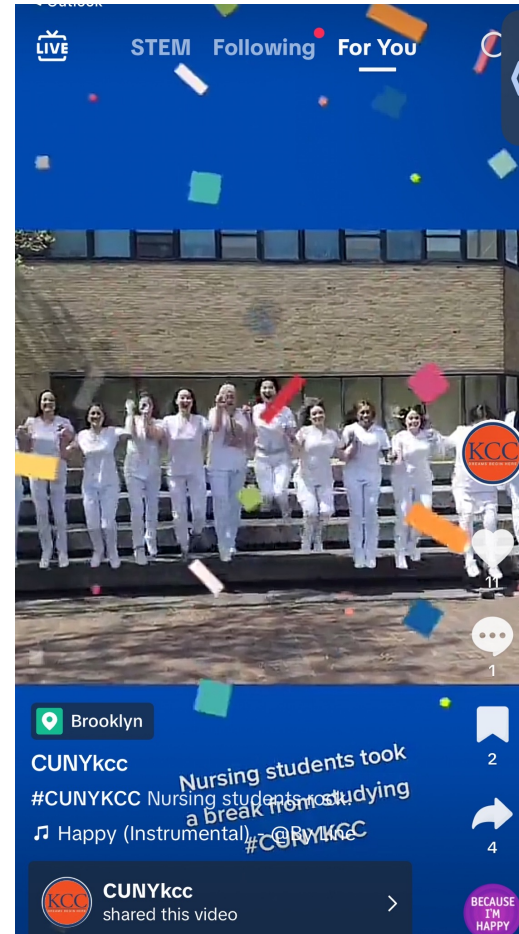
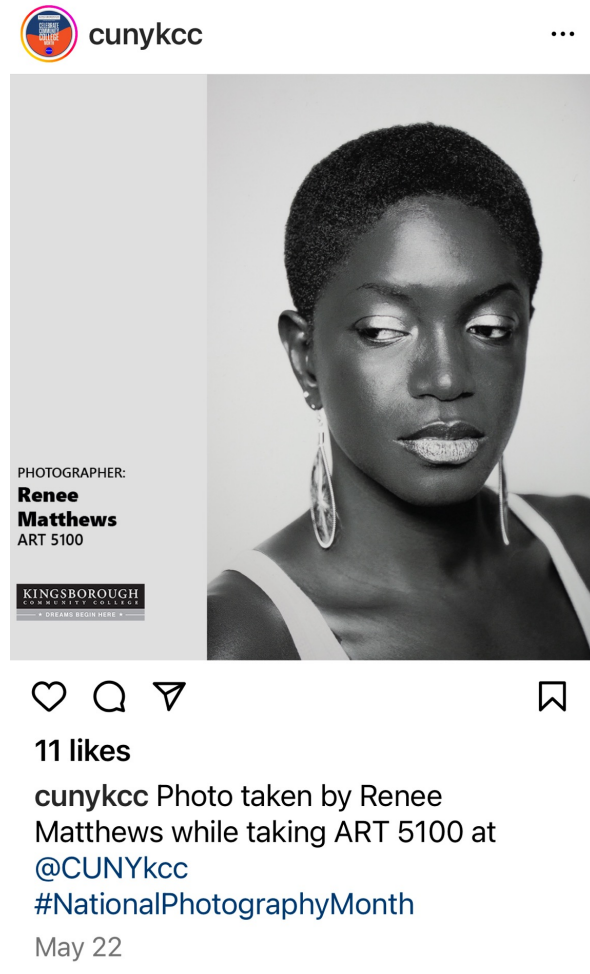
Students ate, danced, played and had a good time.



Social Media Campaigns

During May, we launched social media campaigns celebrating our photography students for [#NationalPhotographyMonth](#), our nursing students for [#NationalNursesWeek](#), and our KCC Wave baseball team who were the [#CUNYChamps2023](#)

Follow us on TikTok [@CUNYkcc](#) and follow all of our college social media channels by visiting our [social media directory](#).



Press Mentions



KCC to Receive \$100,000 in Funding from Citizens Bank As It Expands EDL Investment to Benefit CUNY Community Colleges (Harlem World)

- May 2023 **Bay News:** [*KCC Enters A New Phase in Maritime History*](#)
- May 4 **Hawaii Business:** [*Robynne Maii on Harmony and Tenacity in the Restaurant Industry, S2E5*](#)
- May 9 **Inside Higher Ed:** [*Scaling Up: Increasing Apprenticeship Programs*](#)
- May 10 **Campus News:** [*CUNY Commencement List and Speakers*](#)
- May 16 **Positive Community Magazine** [*HBCU/Divine Nine Greek Sunday Service*](#)
- May 19 **Brooklyn Daily Eagle** [*Scholarship Round up: The Wave Are on A Roll*](#)
- May 22 **Brooklyn Daily Eagle** [*The Falcons Are Ready to Fly*](#)
- May 24 **Harlem World Magazine:** [*Citizens Bank Expands Investment In Education Design Lab To Benefit CUNY Community Colleges*](#)

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

Government Relations Activities

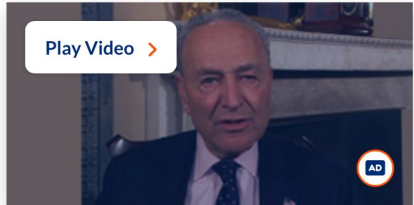


- **Council Member Inna Vernikov** [threw out the first pitch](#) at the May 2 KCC Wave baseball team home game.
- **NYC Department for Aging Commissioner Lorraine Cortés-Vázquez** served as keynote speaker for My Turn's 42nd Anniversary Celebration and we received citations from the offices of **Council Member Inna Vernikov** and **Assembly Member Michael Novakhov**.
- **Senator Jessica Scarcella-Spanton** [threw out the first pitch](#) at the May 5 KCC Wave baseball team home game.
- We attended **Senator Jessica Scarcella-Spanton's** [Victory Against Fascism Celebration](#) on Sunday, May 7 at the Jewish Center of Brighton Beach, honoring WWII veterans and Holocaust Survivors.
- In honor of Jewish-American Heritage Month, the **Hebrew Public Charter Schools for Global Citizens** gave us a hand-designed poster.

Government Relations Activities

Fifty-Eighth Commencement

Special Messages to the Class of 2023



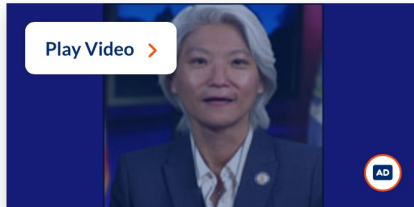
Rep. Chuck Schumer, Majority Leader of the United States Senate



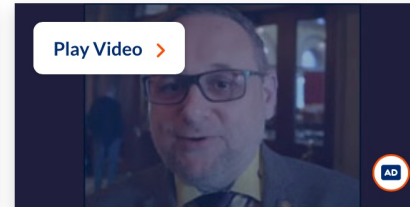
New York State Senator Roxanne J. Persaud - 19th Senate District



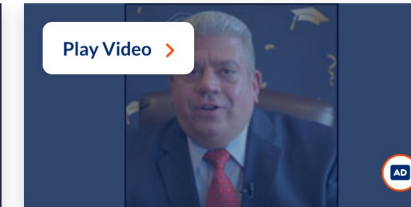
New York State Senator Jessica Scarcella - Spanton 23rd Senate District



New York State Senator Iwen Chu 17th Senate District



NYS Assembly Member Michael Novakhov - Assembly District 45



Brooklyn District Attorney Eric Gonzalez

- **Former Assemblywoman Mathylde Frontus** hosted a meet and greet at the Coney Island Revitalization Corporation at the Brooklyn Public Library on May 22. We spoke at the event briefly about our degree and continuing education courses.
- **Community Board 15** hosted a general meeting on May 23 and we shared during the open forum the dates for Lavender Graduation and Commencement.
- **Deputy Borough President Kim Council** met with President Schrader on campus on May 24 to discuss KCC's programs, initiatives and projects, and future goals and possible collaborations.
- For the class of 2023, we received eight special video messages from elected officials. Watch them [here](#).

Website Analytics



★ DREAMS BEGIN HERE ★

APPLY



Dreams Begin Here

Fall 2023 Classes Begin September 8

Apply to KCC

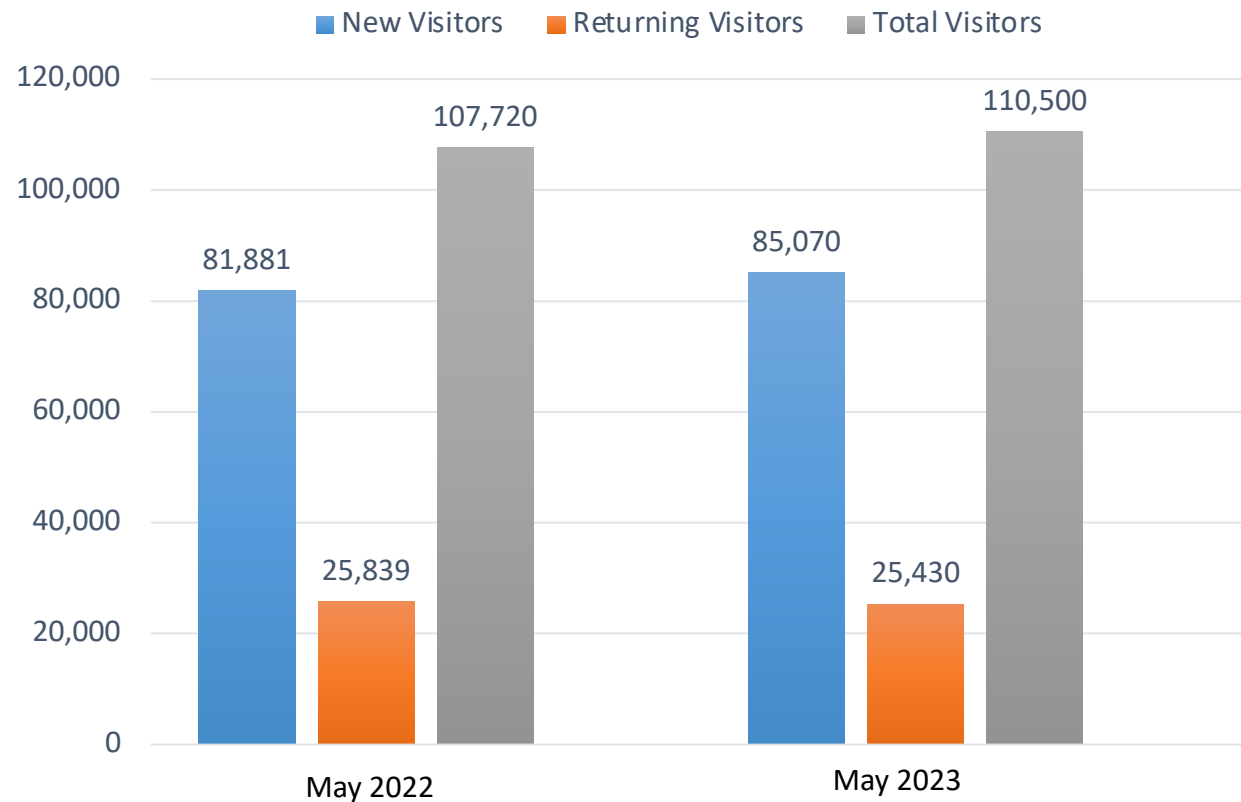


KCC Web Traffic Growth May 2022 vs May 2023

The chart shows steady growth of New Visitors and Total Visitors to our homepage, comparing May 2022 to May 2023:

- The blue columns show that New Visitors increased 4%
- The orange columns show that Returning Visitors decreased slightly by 1%
- The gray columns show that Total Users increased 3%

Source: Google Analytics

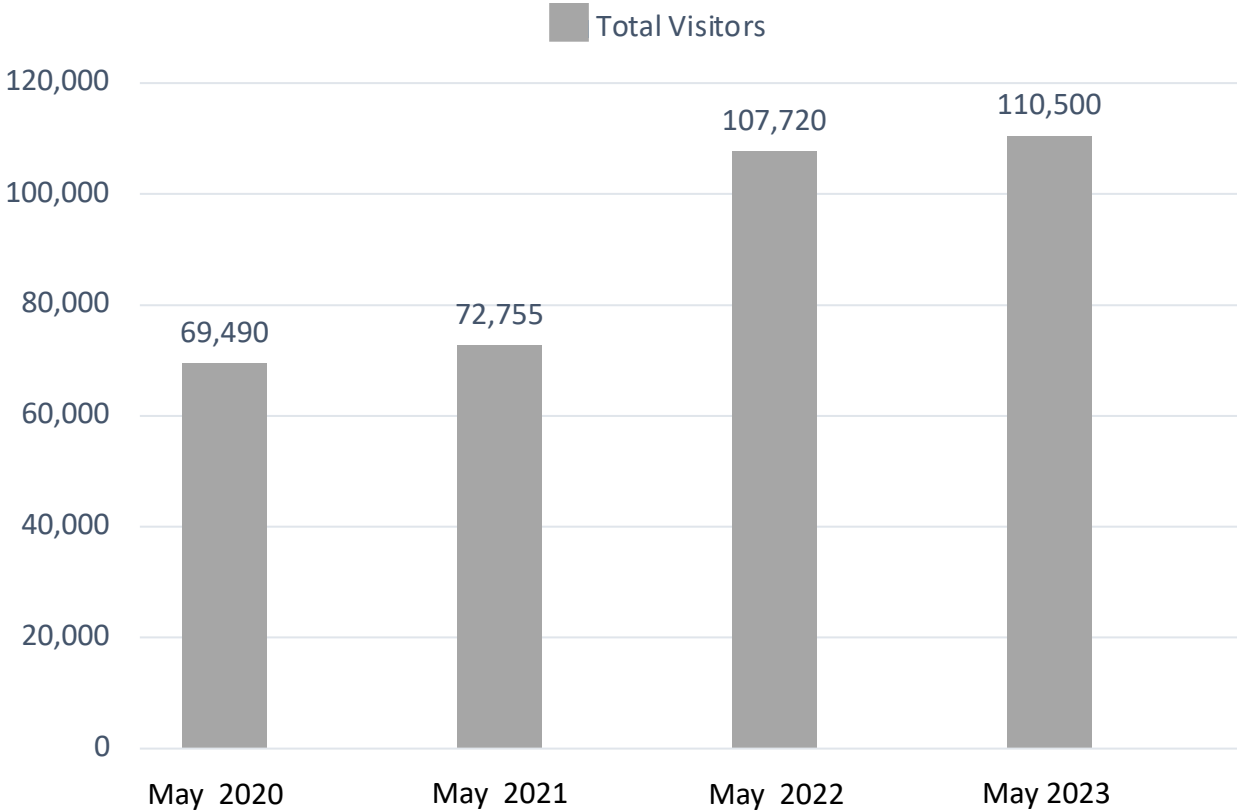


KCC Web Traffic Total Visitors Growth (YOY)

Year over year (YOY), from 2020 to 2023 during the month of May, the chart shows consistent growth of Total Visitors.

Comparing May 2020 to May 2023, Total Visitors increased 60%.

Source: Google Analytics



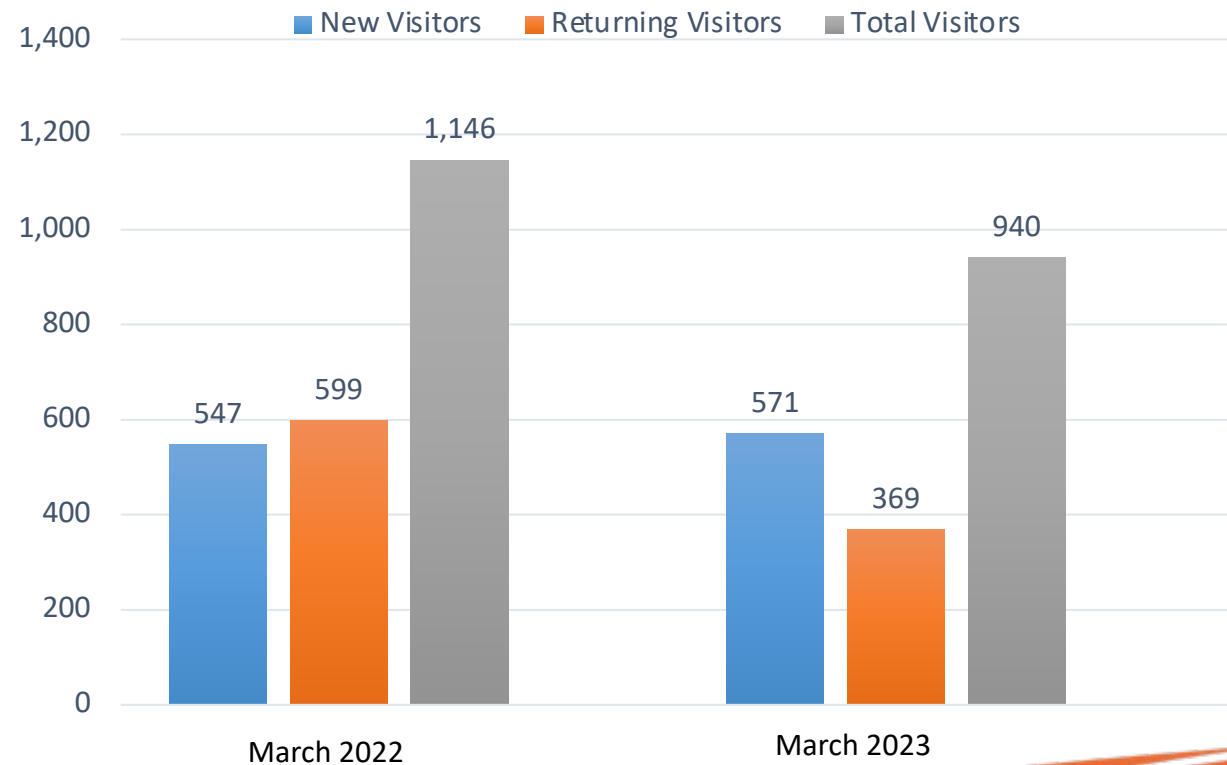
KCC FLEX Web Traffic Growth

May 2022 vs May 2023

The chart shows an increase in New Visitors, and a decline in Returning Visitors and Total Visitors to our KCC FLEX landing page from May 2022 vs May 2023:

- The blue columns show that New Visitors increased 4%
- The orange columns show that Returning Visitors decreased 38%
- The gray columns show that Total Users decreased by 17%

Source: Google Analytics

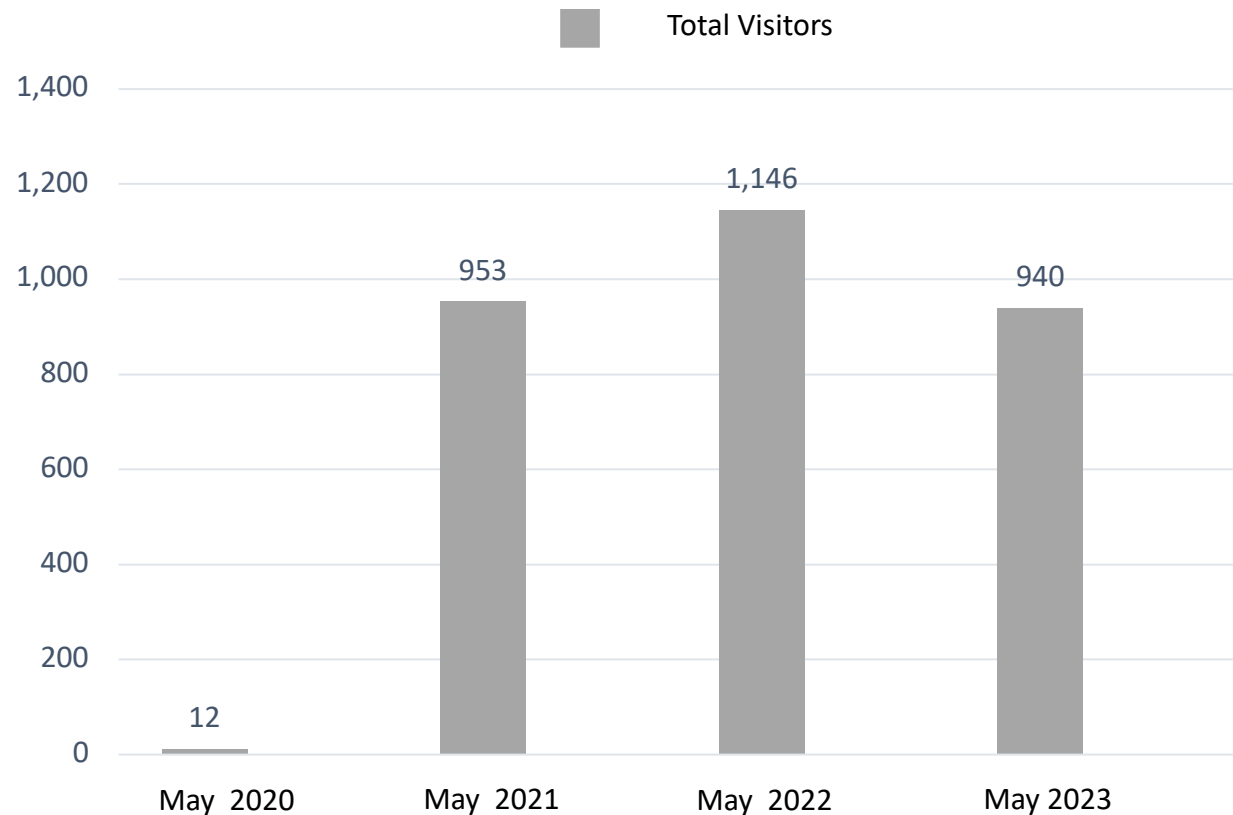


KCC FLEX Web Traffic Total Visitors Growth (YOY)

Year over year (YOY), from 2020 to 2023 during the month of May, the chart shows an ebb and flow of growth in recent years. We will test a new KCC FLEX branding campaign and video to A/B test it with the current branding video to increase growth steadily.

Comparing May 2020 to May 2023, Total Visitors increased 7,733%.

Source: Google Analytics



Communications and Marketing

May 2023 Report

