Communications and Marketing Updates
August 2022
KCC Web Traffic Growth
August 2022 vs August 2021

Summary
The chart shows steady growth of New Visitors and Total Visitors to our homepage for August 2022 vs. August 2021:
• The blue columns show that New Visitors increased 25%
• The orange columns show that returning visitors increased nominally
• The gray columns show that Total Users increased 20%
• 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
Summary
The chart shows a decrease in New Visitors, Returning Visitors and Total Visitors to our KCC FLEX landing page for August 2022 vs. August 2021, although FLEX experienced a significant increases in advertising impressions and overall enrollment over the past three years.
• The blue columns show that New Visitors decreased 58%
• The orange columns show that Returning Visitors decreased by 14%
• The gray columns show that Total Users decreased by 44%
• We will update the ad creative, web page graphics and target new audiences to increase traffic growth

Source: Google Analytics
Website Refresh

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

Phase 2: Accessibility and Validation Analysis (3 days) COMPLETED

Phase 3: Technical Specification: (2 weeks) COMPLETED

Phase 4: CMS Development: (8 -10 weeks) ONGOING - July 6 COMPLETED

Phase 5: CMS delivery of development, CMS Training (1-2 weeks) - July 13 COMPLETED

Phase 6: Testing by KCC Team (2 - 4 weeks) - COMPLETED

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 expected completion
(October 12 is the latest completion date)
Ensure all pages have been viewed/checked; prepare all content for Go-Live [Phase 1] in first week of October.
KCC PROVOST ONE OF 31 LEADERS SELECTED NATIONWIDE FOR ASPEN INSTITUTE’S RISING PRESIDENTS FELLOWSHIP
August 22, 2022 — The Aspen Institute College Excellence Program announced that Dr. Joanne Russell, senior vice president for academic affairs and provost at CUNY’s Kingsborough Community College, is one of 31 leaders selected nationwide for the 2022-23 class of the Aspen Rising Presidents Fellowship, which prepares the next generation of community college leaders. Read more.

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August Press Mentions

August 30, 2022- Newsbreak.com: NYC’s college system launches effort to re-enroll 10,000 students who dropped out

August 28, 2022- amny.com: Op-Ed | Big year ahead for CUNY

August 26, 2022-Bay News: Study Abroad Begins at Home (Page 16)

August 24, 2022- Hudsonvalleypress.com: Jhack Sepulveda Named FoodTEC Exec. Director

August 23, 2022- Binghamtonhomepage.com: STUDY: New York’s best and worst community colleges

August 22, 2022- Pension & Investments: JPMAM pledging $1 million to help underserved students


August 8, 2022- Community College Daily: From a Welcome Wagon to a Commencement Caravan

August 1, 2022-PR Newswire: J.P. Morgan Asset Management Commits $1 Million to Support Economic Opportunity for Underserved Youth and Single Mothers as Part of Empowering Change Program

August 1, 2022- Power105.1: Angie’s BBQ: Fivio, GloRilla, Saucy, Pheelz, Pheelz...Pull Up to Brooklyn

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