

Communications and Marketing Updates



Advertising - Digital

- As a part of our strategic priority to encourage student enrollment and retention, we launched a digital spring advertising campaign.
- The ads promoted the increase in in-person classes and include ads for general enrollment, KCC FLEX, and ads targeting LatinX students.

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.

SHOOT YOUR SHOT.
Register Early to Get the Classes You Want.
Spring Classes Begin March 5.
[Register Now](#)
www.kbcc.cuny.edu

BE THE FIRST IN YOUR FAMILY TO GO TO COLLEGE.
Spring Classes Begin March 5.
[Apply Now](#)
KINGSBOROUGH COMMUNITY COLLEGE CU NY
Where You Belong
www.kbcc.cuny.edu

KINGSBOROUGH COMMUNITY COLLEGE CU NY *Where You Belong*

Advertising - Cable

- We placed :30 commercial spots on dozens of cable networks to promote enrollment for the Spring 2022 semester. Cable advertising, along with digital, social media and print advertising, are included in our annual advertising plan.
- Our cable spots appeared on networks including News 12, BET, Bravo, Cooking Channel, ESPN, MTV, OWN, NY1, TNT, TBS, Universo, VH1 and YES.



Advertising - Direct Mail

- To supplement and reinforce our digital, advertising, we deployed a direct mail campaign, mailing postcards to the homes of current students, readmit and prospective students to encourage registration and enrollment.
- One of our prioritized prospective student target audiences are Latinx students. They received a bilingual postcard that amplifies our equitable environment. The postcards were deployed to NYCHA housing developments in Cypress Hills, East New York, Bushwick and in Red Hook (Sunset Park).



A COLLEGE
EDUCATION
YOUR FAMILY
WILL BE
PROUD OF.

Spring 2022 Classes
Begin March 5.

[Apply Now](#)

KINGSBOROUGH **CUNY**
COMMUNITY COLLEGE *Where*

This postcard features a photograph of a family of four celebrating a graduation. A woman in a black dress stands on the left, a man in a black graduation gown in the center, a woman in a blue graduation gown with an orange sash on the right, and a man in a light blue shirt holding a blue star-shaped balloon that says 'CONGRATULATIONS GRAD'. The background is a bright, outdoor setting with green trees.



FINISH
WHAT
YOU
STARTED.

Spring 2022 Classes
Begin March 5.

[Readmit Now](#)

KINGSBOROUGH **CUNY**
COMMUNITY COLLEGE *Where You Belong*



This postcard features a photograph of a young man in a black graduation gown and cap, wearing a white face mask, holding up a rolled-up diploma tied with a red ribbon. Another person wearing a mask is partially visible behind him. The background is a blurred indoor setting, likely a graduation ceremony.

Advertising - Niche.com Partnership

- We've partnered with Niche.com to increase engagement with prospective students who are actively researching KCC on their platform (qualified Inquiries).
- As a partner, we're able to track engagement, and drive visitors from our Niche profile page to KCC's website, Admissions Information Center and virtual info sessions.
- As a part of the partnership, we'll receive a list of qualified inquiries from individuals interested in Kingsborough.
- To date, we've received approximately 1,000 qualified inquiries. Enrollment Management contacts the prospective students about admissions, and Communications and Marketing amplifies the outreach with supplemental messaging.



**100% Online Degrees
from a #1 Ranked
Community College**

2022
NICHE
BEST
COLLEGES

KCC FLEX
A College Degree that Fits Your Life
www.kbcc.cuny.edu/KCCFLEX

Spring 2022 Classes Begin **March 5.**

Apply Now

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

KCC Web Traffic

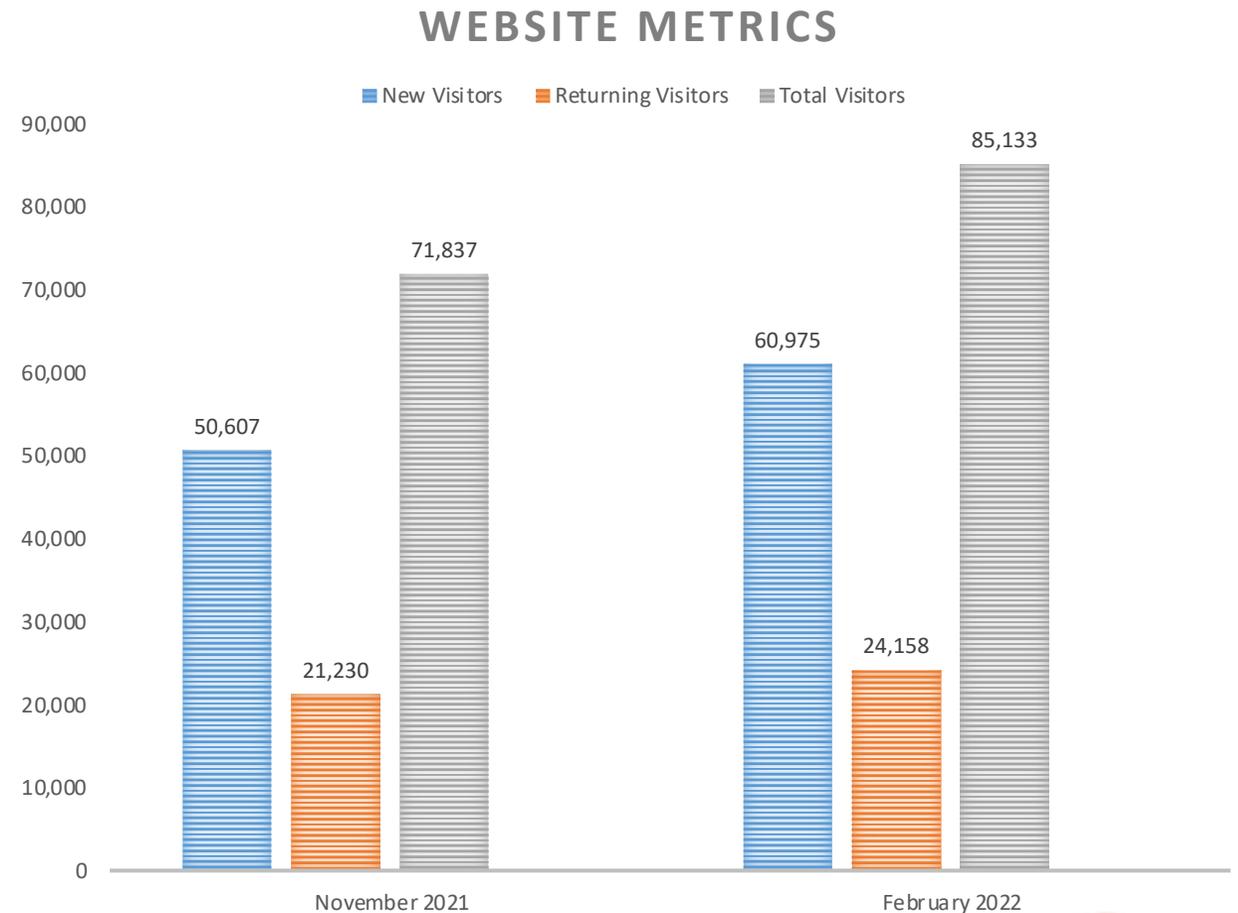
November 2021 vs February 2022

Summary

Overall, web traffic to our [homepage](#) in the past three months has shown steady growth between November 2021 and February 2022:

- New visitors (blue bar) increased **20%**
- Returning visitors (orange bar) increased **14%**
- Total visitors (gray bar) increased **19%**

Source: Google Analytics



KCC FLEX Web Traffic

November 2021 vs February 2022

Summary

Overall, web traffic increased exponentially to the [KCC FLEX](#) landing page in the past three months between November 2021 and February 2022:

- New visitors (blue bar) increased by **578%**
- Returning visitors (orange bar) increased by **160%**
- Total visitors (gray bar) increased **359%**

Source: Google Analytics

WEBSITE METRICS

