Communications and Marketing Updates
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.
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.
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).
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.
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
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
As a part of our strategic priority to brand and market our educational services, and as a result of the Fall 2021 semester survey on campus pole banners, 40 new branded banners will be installed for the Spring 2022 semester. The banners will feature our core values, academic programs and majors, and student support services, while reflecting our diverse and inclusive learning environment.
Branding - Campus Pole Banners