Communications and Marketing Updates
May 2022
Summary
The chart shows steady growth of New Visitors, Returning Visitors and Total Visitors to our KCC FLEX landing page for May 2022 vs. May 2021:
• The blue columns show that New Visitors increased 15%
• The orange columns show that Returning Visitors increased 25%
• The gray columns show that Total Users increased 20%
• Separately, the growth of Total Visitors from April 2022 to May 2022 increased 30% from 886 to 1,146

Source: Google Analytics
**Summary**

The chart shows substantial growth of New Visitors, Returning Visitors and Total Visitors to our homepage for May 2022 vs. May 2021:

- The blue columns show that New Visitors increased 61%
- The orange columns show that Returning Visitors increased 18%
- The gray columns show that Total Users increased 48%
- 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
Website Refresh Timeline Update

Phase 1: Visual Design, Site Structure and Content Review (8 weeks) COMPLETED
Visual Design is complete. Site Structure: the main navigation menu is complete. Reorganization of subpages and mega menu navigation is ongoing. Content Review: Content audit of 4,000+ webpages is ongoing as we condense and/or delete repetitive subpages, convert PDFs to webpages for better continuity for user experience, and add keywords and descriptions to content to enhance SEO (Search Engine Optimization).

Phase 2: Accessibility and Validation Analysis (3 days) COMPLETED
Our new webpage template designs were tested and passed for being free of any accessibility issues and are responsive (or mobile-friendly), so they work well for mobile, tablet, and desktop devices. We have new template designs to test for Admissions and the Academic Calendar as we automate how the page is populated.

Phase 3: Technical Specification: (2 weeks) COMPLETED
We conducted “Tech Spec” meetings and provided feedback on all design elements of the template designs. We will do the same for the Admissions and Academic Calendar webpages.

Phase 4: CMS Development: (8 -10 weeks) ONGOING - July 7 expected completion
Ongoing weekly meetings; content migration planning. There was a week delay in getting template feedback internally and creating new custom templates for the Academic Calendar and Admissions. There was a three-week delay with Modern Campus (vendor) securing a Development team to work on our project. They found one this week. Modern Campus has told their Development team that this project is of utmost priority.

Phase 5: CMS delivery of development, CMS Training (1-2 weeks) - July 13 expected completion
Includes first migration sample uploaded for testing.

Phase 6: Testing by KCC Team (2 - 4 weeks) - August 3 expected completion
CMS Development to address any issues noted (2 - 4 weeks). Modern Campus will work hard with Orit and other technical members at KCC to help testing be reduced to 2~3 weeks.

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 completion (October 12 the latest)
Ensure all pages have been viewed/checked; prepare all content for Go-Live [Phase 1] in first week of October.
Increased KCC FLEX Lead Generation

- For the calendar year 2021, KCC FLEX had 429 qualified student leads and 103 enrollments for a Lead-to-Enrollment conversion rate of 24%; the education industry average is 6%.

- In just the first five months of calendar year 2022, we are well on our way to surpassing the entire calendar year of 2021 with 421 leads and 126 enrollments for a Lead-to-Enrollment conversion rate of 30%.
Increased Lead Generation via Niche.com

• Through our partnership with Niche.com, we are tracking to surpass leads for prospective student in 2022 vs. 2021.

• In just the first four months of 2022, we have already:
  • Acquired nearly half of the total views of our Niche Profile Page received in 2021
  • Received more than half of the referral clicks to our website received in 2021
  • Surpassed and secured a 50% increase in qualified inquiries from prospective students vs. 2021

• At our current traction rate, in 2022, we can potentially acquire approximately 22,500 views, 1,911 referral clicks, and 2,500 qualified inquiries based on our YTD numbers through April.

<table>
<thead>
<tr>
<th>Your Traction on Niche YTD (through April)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,510 views of your Niche Profile</td>
</tr>
<tr>
<td>637 referral clicks to your website</td>
</tr>
<tr>
<td>845 Inquiries (hand-raisers)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Your Traction on Niche in 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,461 views of your Niche Profile</td>
</tr>
<tr>
<td>1,063 referral clicks to your website</td>
</tr>
<tr>
<td>563 Inquiries (hand-raisers)</td>
</tr>
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May Press Releases

KINGSBOROUGH EARN 2022-2023 GOLD MILITARY FRIENDLY® SCHOOL DESIGNATION
May 27, 2022 – KCC has earned the 2022-2023 Gold Military Friendly® School designation by Viqtory, a service-disabled, veteran-owned small business. More than 1,800 schools were evaluated, with 665 earning special awards for going above the standard.

TWO KINGSBOROUGH PROFESSORS NAMED 2022 MELLON/ACLS FELLOWS
May 23, 2022 — Sara Rutkowski (associate professor of English) and Elke Weesjes Sabella (substitute assistant professor of history) were named 2022 Mellon/ACLS Fellows by the American Council of Learned Societies (ACLS). They are among thirty 2022 fellows from across the country, 13 of whom are from The City University of New York (CUNY). Each will receive $40,000 to advance their projects.

KINGSBOROUGH COMMUNITY COLLEGE INDUCTS A RECORD NUMBER OF STUDENTS TO THE WINTER ’21/SPRING ’22 DEAN’S LIST
May 19, 2022 — Over 1,000 students were recognized at yesterday’s Dean’s List induction for the winter 2021 module and spring 2022 semester at Kingsborough Community College (KCC). The recipients, representing all disciplines, have earned at least 12 credits during the term with a GPA of 3.50 or higher. To watch the induction ceremony, go to https://youtu.be/Cui6nWCSYbQ?t=839.

KINGSBOROUGH COMMUNITY COLLEGE WELCOMES DARMA V. DIAZ TO ITS FOUNDATION BOARD
May 4, 2022 — Former New York City councilwoman Darma V. Diaz has joined the Kingsborough Community College Foundation Board as a new trustee. The longtime community advocate currently serves as the associate commissioner of special initiatives for the Department of Homeless Services.

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May Press

Case.org: [Kingsborough Community College Students Got a Personal Presidential Hello](#)

CUNYAthletics: [2022 CUNYAC Community College Baseball All-Stars Announced](#)

Duke Today: [Now as Duke Faculty, First-Generation College Students Share Their Journeys](#)

Brooklyn Eagle: [103-Year-Old Brooklyn Woman's Birthday is Celebrated With 470 Wishes](#)

AAWW: [Living on the Edge: Young New Yorkers fight for basic needs security](#)

Brooklyn Paper: [On Stage At Kingsborough brings back free outdoor concert series](#)

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