Communications and Marketing Updates
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%**
- This increase can be attributed to our digital advertising; 40% of visitors to the KCC FLEX webpage noted that digital ads led them to the KCC FLEX landing page

Source: Google Analytics
Website Refresh

Update

• The Website Committee has finalized the website navigation, which is the most essential part of the website refresh and contributes to the user’s experience by enhancing the ease of use and access to information users seek.

• We are reviewing and providing feedback on new webpage template designs for the homepage and internal webpages, including the academic calendar, academic departments and the directory.

• The vendor has conducted a “crawl” of our website and provided us with an inventory of links to every KCC webpage to assist us with reviewing and selecting the content that will migrate over to the refreshed website.

Phase 1 of the Website Refresh Has Begun

VISUAL DESIGN, SITE STRUCTURE AND CONTENT REVIEW
Press in February 2022

Schneps Media/Bay News: Black History Makers Made Their Mark at Kingsborough for Decades

City Limits: Opinion: New York Must Build Up Its Green Workforce as Offshore Wind Expands

Washington Post: Fathers or students: Black men in college often face a choice

CUNY Athletics: CUNYAC/HSS Community College Men’s Basketball All-Stars Revealed

NYS Governor: Governor Hochul Announces $25 Million Proposal to Transition Existing Workers and Train Individuals from Disadvantaged Communities for Clean Energy Jobs

Brooklyn Paper: On Stage at Kingsborough to Return To In-Person Performances In March

The Chronicle of Higher Education: The Faculty Job (Almost) No One Wants: Chairing a department has never been easy. The pandemic has only made it tougher.

The City: CUNY Community Colleges Contend With Plunging Enrollment

Visit our News webpage for more recent press and press releases
Social Media Metrics/Highlights

Instagram – 1,698 Followers
• Our content reached 340,075 accounts which represents a 19,775% increase from the prior month. Digital ads accounted for 99.3% of the accounts reached
• Visits to our profile page increased 119% to 1,969 versus the prior month
• # of engagements with content increased 123% to 624

Facebook – 10,512 Followers
• # of followers increased slightly by 36 compared to the prior month
• Content that received the most engagement and likes includes Ovations and Shuttle Bus posts

Twitter – 2,779 Followers
• # of followers is the same as the prior month
• # of tweets increased to 137 versus 98 during the month prior
• # of engagements with content decreased from 125 to 104 from the prior month

LinkedIn – 37,190 Followers
• # of unique visitors increased 14% from the prior month to 855
• Top job functions for visitors of our page: education (14%), business development (13.6%) and support services (11%)

If you manage a social media account that’s not listed on our social media webpage, please contact stephannia.cleaton@kbcc.cuny.edu