Communications and Marketing Updates
Branding - Campus Pole Banners

• 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 – Front Gate Banner & Wall Posters

• A front gate banner and campus wall posters will also be installed this spring featuring a QR code that links to the online campus map to make it easier for students, visitors and all members of the campus community to find their way around campus.

• These branded assets will help foster a welcoming and spirited environment on campus.
Advertising - Cable

• As a part of our strategic priority to encourage student enrollment and retention, we ran :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, and other initiatives, 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.

• Visit our official YouTube channel @kingsboroughCUNY to view our commercials and other video content.
Advertising - Direct Mail

- To supplement and reinforce our digital, social media, print and cable advertising, we deployed a direct mail campaign, mailing postcards to the homes of current, readmit and prospective students to encourage registration and enrollment.

- One of our prioritized target audiences, Latinx students, received a bilingual postcard that amplifies our equitable environment.
Advertising - Niche.com Partnership

• We’ve partnered with Niche.com to increase engagement with prospective students who are actively researching KCC on their platform (i.e. 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 monthly 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.
Graphic Design

• Our team of graphic designers have designed a multitude of graphics and branded collateral to market and promote the College’s programs, departments, events and initiatives.

• These are just a few of the promotional materials produced.
• **Bloomberg (via WebWire)** mentioned KCC in [The City Tutors Partners with Bloomberg LP to Deliver Free Professional Mentorship to New York City College Students](#)

• **Yahoo Finance** mentioned President Schrader in [AAC&U and Cengage Honor Three Higher Education Leaders for Advancing Diversity, Equity, and Inclusion](#)

• **Chalkbeat** mentioned KCC in [Building a Teacher Pipeline: A Brooklyn High School's New Program Hopes to Train Tomorrow's Educators](#)

• **Schneps Media’s Bay News** educational profile column written by President Schrader mentioned [Rick Repetti in Self-Discovery the Benefits of Meditating](#)

• **The Chronicle of Higher Education: Race on Campus: Enrolling More Men of Color** article featured KCC

• Visit our [News](#) webpage for more recent press and press releases
Multimedia

- KCC submitted a documentary to the 21st Tribeca Film Festival entitled *Unbroken: Remembering Superstorm Sandy*. *Unbroken* recounts the unfathomable experiences Public Safety and emergency staff who remained on campus endured during the deadliest, most destructive, and strongest hurricane of the 2012 Atlantic hurricane season. The film is produced by Public Safety Specialist Anthony Ramirez and directed by Multimedia Specialist Tonya Collins. We will be notified in April about the status of our submission. Stay tuned.
Social Media Directory

- Our new online Social Media Directory lists the social media accounts across the College, from Alumni to ASAP to Kingsborough’s official accounts.

- Click on the icons to be directed to the program or department’s social media pages.

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