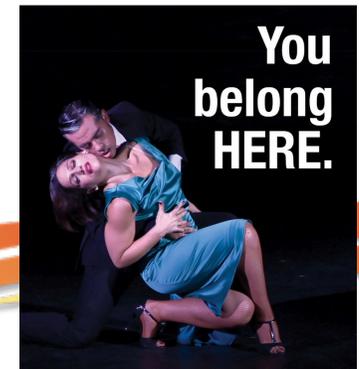
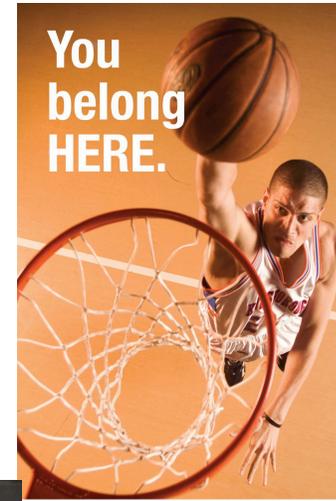
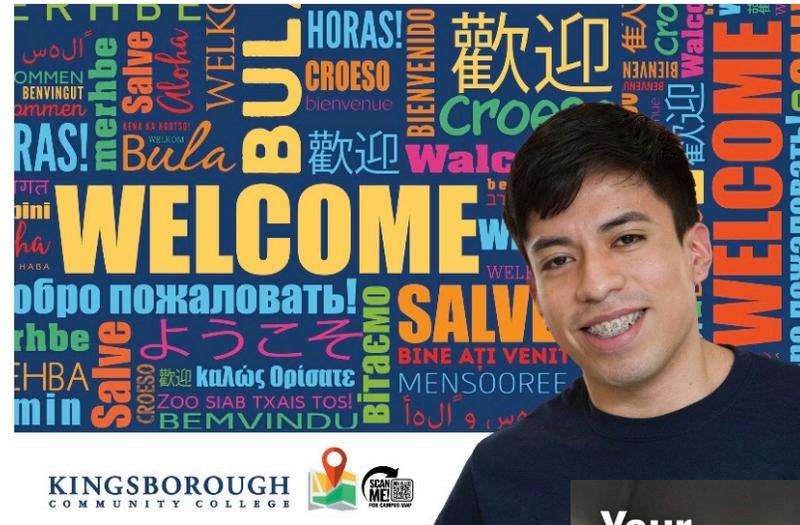


Communications and Marketing Updates



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](https://www.youtube.com/@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.

A COLLEGE
EDUCATION
YOUR FAMILY
WILL BE
PROUD OF.

Spring 2022 Classes
Begin March 5.

[Apply Now](#)

KINGSBOROUGH **CU**
COMMUNITY COLLEGE **NY** *Where*

FINISH
WHAT
YOU
STARTED.

Spring 2022 Classes
Begin March 5.

[Readmit Now](#)

KINGSBOROUGH **CU**
COMMUNITY COLLEGE **NY** *Where You Belong*

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.



**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

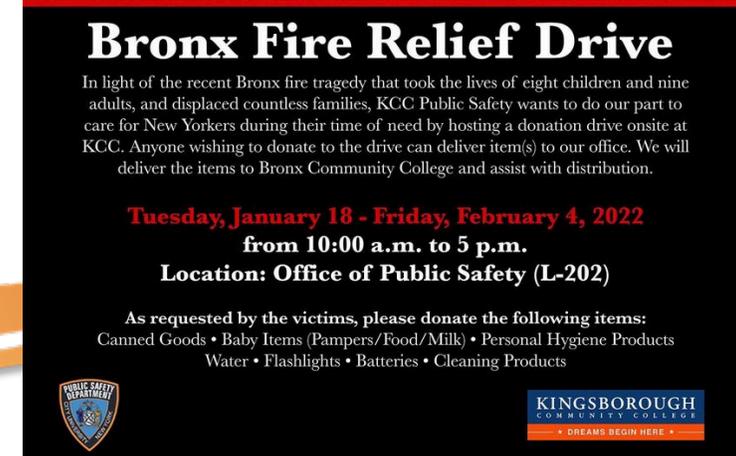
Spring 2022 Classes Begin **March 5.**

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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.



Press

- *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



The City Tutors Partners with Bloomberg LP to Deliver Free Professional Mentorship to New York City College Students

in LinkedIn Twitter Facebook Reddit Pinterest

WEBWIRE – Monday, January 31, 2022

The City Tutors (CT) announced a new partnership with Bloomberg LP as part of The City Tutors' *City Mentors Program*, an initiative that provides tailored professional mentorships for college students and recent alumni in communities across NYC that have historically been underserved. In support of The City Mentors Program, Bloomberg is providing 100 mentors from across its divisions, including finance, data, marketing, sustainability, and technology, to work with City Mentees, largely CUNY students and alumni.

"Partnering with Bloomberg, who is committed to the type of work and vision we do, is amazing. As a CUNY graduate myself, I appreciate how genuine and excited Bloomberg is in marshalling its resources, clients, company partners, and one-on-one attention for the benefit of our mentees, most of whom are current CUNY students. Few companies in New York City can provide what Bloomberg does. The main goal of this partnership is to grow access to crucial professional development for communities that often don't know where to start in their professional journey. We look forward to

Bloomberg

AAC&U and Cengage
Honor Three Higher Education Leaders
for Advancing Diversity,
Equity and Inclusion

Cengage
Here for you.



David Harris
Union College



Miguel Martinez-Saenz
St. Francis College



Claudia Schrader
Kingsborough Community College

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

The screenshot shows the website header with the Kingsborough Community College logo (KINGSBOROUGH COMMUNITY COLLEGE, DREAMS BEGIN HERE) and the CUNY logo. A navigation bar contains "Social Media Directory" and a breadcrumb trail: "HOME > COMMUNICATIONS AND MARKETING > SOCIAL MEDIA DIRECTORY". The main heading is "KCC Social Media Directory". Below it is a paragraph: "Connect with the Kingsborough Community College across campus! Catch the latest posts, photos, and news. Use #CUNYkcc to join the conversation. Explore the social media directory to connect with Kingsborough Community College and the programs that interest you." The content is organized into two columns: "Social Media" and "Programs".

Social Media	Programs
	Kingsborough Official
	Access Resource Center
	Admission
	Admissions Info Center
	Alumni
	Art Department