

# Communications and Marketing Updates

## August 2022



# KCC Web Traffic Growth

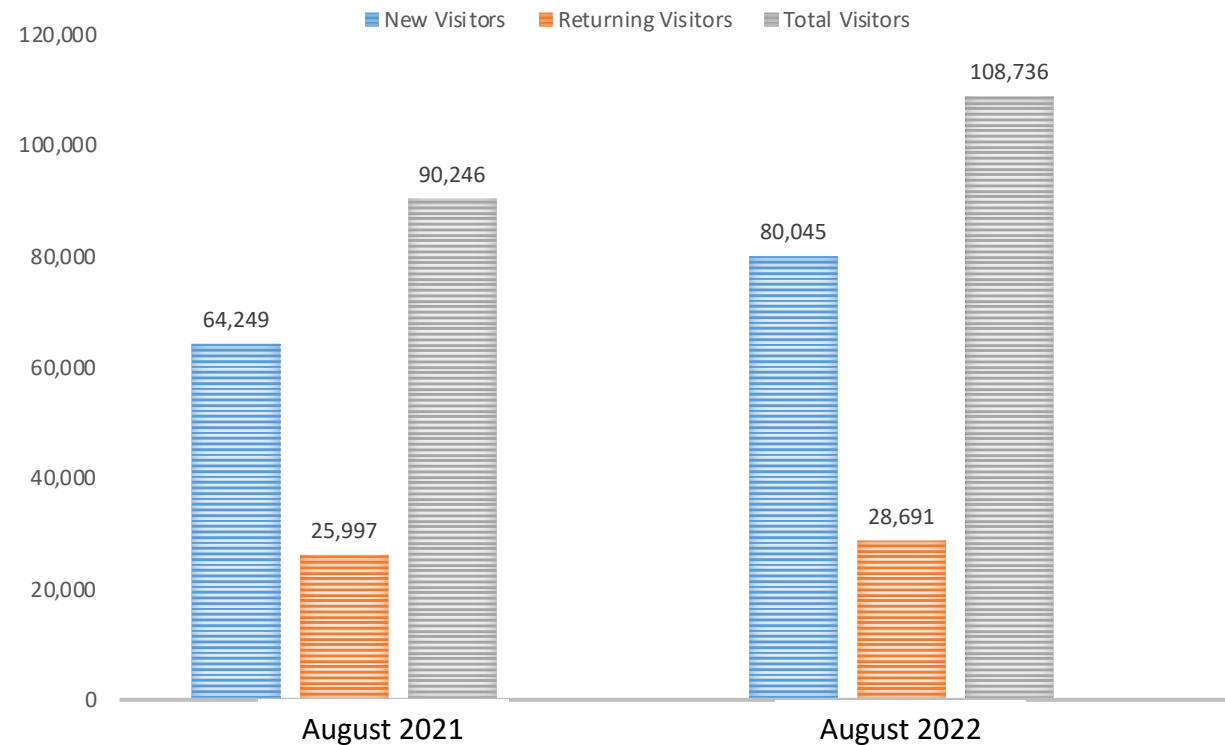
## August 2022 vs August 2021

### Summary

The chart shows **steady growth** of New Visitors and Total Visitors to our homepage for August 2022 vs. August 2021:

- The blue columns show that New Visitors increased 25%
- The orange columns show that returning visitors increased nominally
- The gray columns show that Total Users increased 20%
- 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

### WEBSITE METRICS



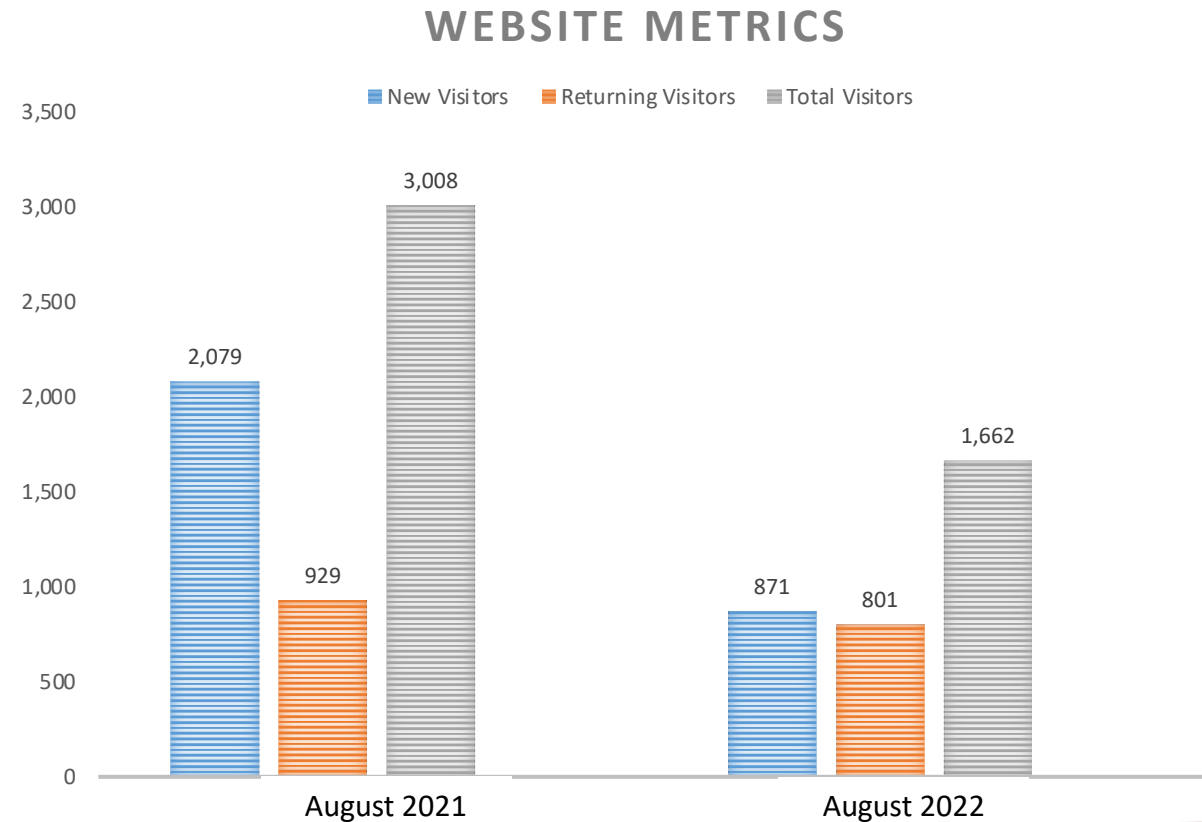
Source: Google Analytics

# KCC FLEX Web Traffic Growth August 2022 vs August 2021

## Summary

The chart shows a decrease in New Visitors, Returning Visitors and Total Visitors to our KCC FLEX landing page for August 2022 vs. August 2021, although FLEX experienced a significant increases in advertising impressions and overall enrollment over the past three years.

- The blue columns show that New Visitors decreased 58%
- The orange columns show that Returning Visitors decreased by 14%
- The gray columns show that Total Users decreased by 44%
- We will update the ad creative, web page graphics and target new audiences to increase traffic growth



# Website Refresh

Phase 1: Visual Design, Site Structure and Content Review (8 weeks) COMPLETED

Phase 2: Accessibility and Validation Analysis (3 days) COMPLETED

Phase 3: Technical Specification: (2 weeks) COMPLETED

Phase 4: CMS Development: (8 -10 weeks) ONGOING - July 6 COMPLETED

Phase 5: CMS delivery of development, CMS Training (1-2 weeks) - July 13 COMPLETED

Phase 6: Testing by KCC Team (2 - 4 weeks) - COMPLETED

**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 expected completion (October 12 is the latest completion date)**

Ensure all pages have been viewed/checked; prepare all content for Go-Live [Phase 1] in first week of October.

# August Press Releases



KCC Senior VP for Academic Affairs Provost Joanne Russell was one of 31 leaders selected nationwide for an Aspen Institute's Rising Presidents Fellowship

## **KCC PROVOST ONE OF 31 LEADERS SELECTED NATIONWIDE FOR ASPEN INSTITUTE'S RISING PRESIDENTS FELLOWSHIP**

August 22, 2022 — The Aspen Institute College Excellence Program announced that Dr. Joanne Russell, senior vice president for academic affairs and provost at CUNY's Kingsborough Community College, is one of 31 leaders selected nationwide for the 2022-23 class of the Aspen Rising Presidents Fellowship, which prepares the next generation of community college leaders. [Read more.](#)

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# August Press Mentions

ESSENCE

CELEBRITY FASHION BEAUTY HAIR LOVE LIFESTYLE NEWS VIDEO FESTIVAL EVENTS STUDIOS GIRLS UNITED

HOME · MONEY & CAREER

## JP Morgan Launches Million Dollar Fund To Support Single Mothers

THE \$1M FUND WILL HELP SUPPORT THE COLLEGE EDUCATIONS OF SINGLE MOTHERS ATTENDING KINGSBOROUGH COMMUNITY COLLEGE IN BROOKLYN, NEW YORK AND LEE COLLEGE IN HOUSTON, TEXAS.

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August, 30, 2022- Newsbreak.com: [NYC's college system launches effort to re-enroll 10,000 students who dropped out](#)

August 28, 2022- amny.com: Op-Ed | [Big year ahead for CUNY](#)

August 26, 2022-Bay News: [Study Abroad Begins at Home](#)(Page 16)

August 24, 2022- Hudsonvalleypress.com: [Jhack Sepulveda Named FoodTEC Exec. Director](#)

August 23, 2022- Binghamtonhomepage.com: [STUDY: New York's best and worst community colleges](#)

August 22, 2022- Pension & Investments: [JPMAM pledging \\$1 million to help underserved students](#)

August 21, 2022-Lipstick Alley: [JP Morgan Launches Million Dollar Fund To Support Single Mothers](#)

August 17, 2022- Essence: [JP Morgan Launches Million Dollar Fund To Support Single Mothers](#)

August 8, 2022- Community College Daily: [From a Welcome Wagon to a Commencement Caravan](#)

August 1, 2022-PR Newswire: [J.P. Morgan Asset Management Commits \\$1 Million to Support Economic Opportunity for Underserved Youth and Single Mothers as Part of Empowering Change Program](#)

August 1, 2022- Power105.1: [Angie's BBQ: Fivio, GloRilla, Saucy, Pheelz, Pheelz...Pull Up to Brooklyn](#)

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