

Communications and Marketing Updates

May 2022



KCC FLEX Web Traffic Growth

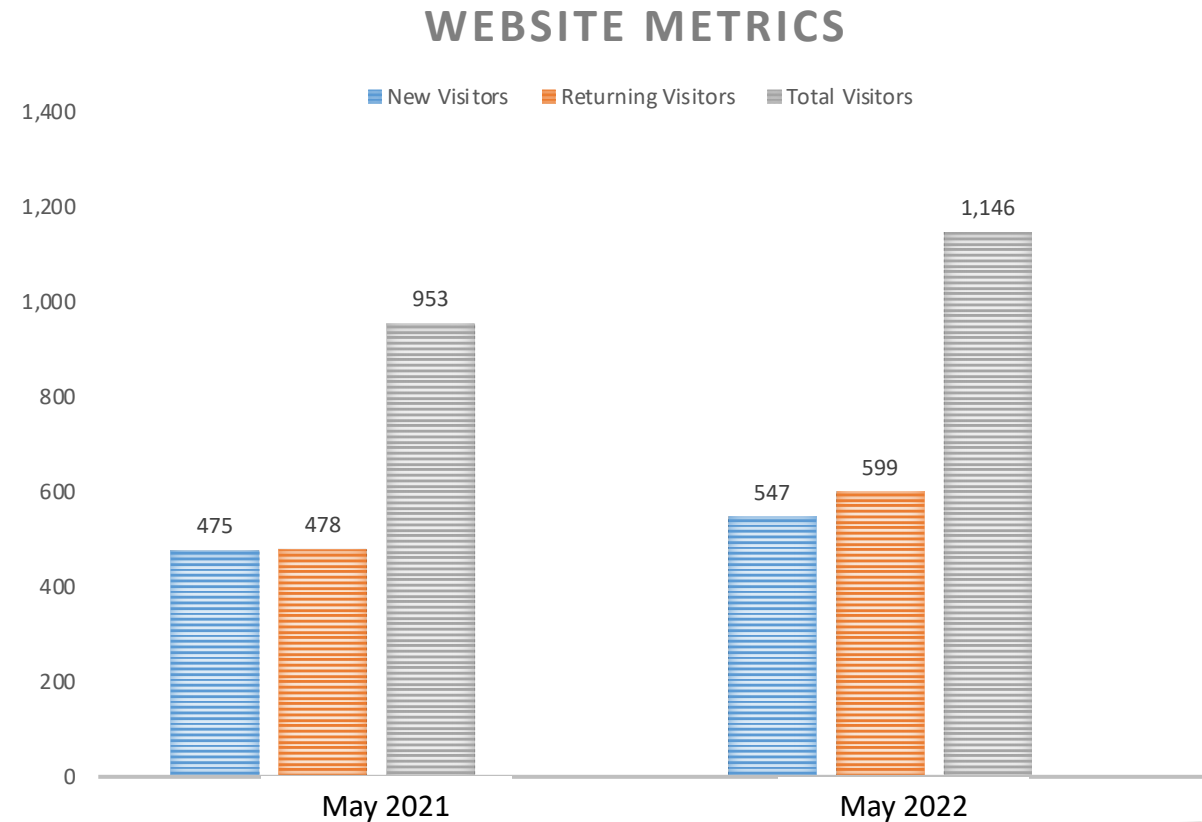
May 2022 vs May 2021

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



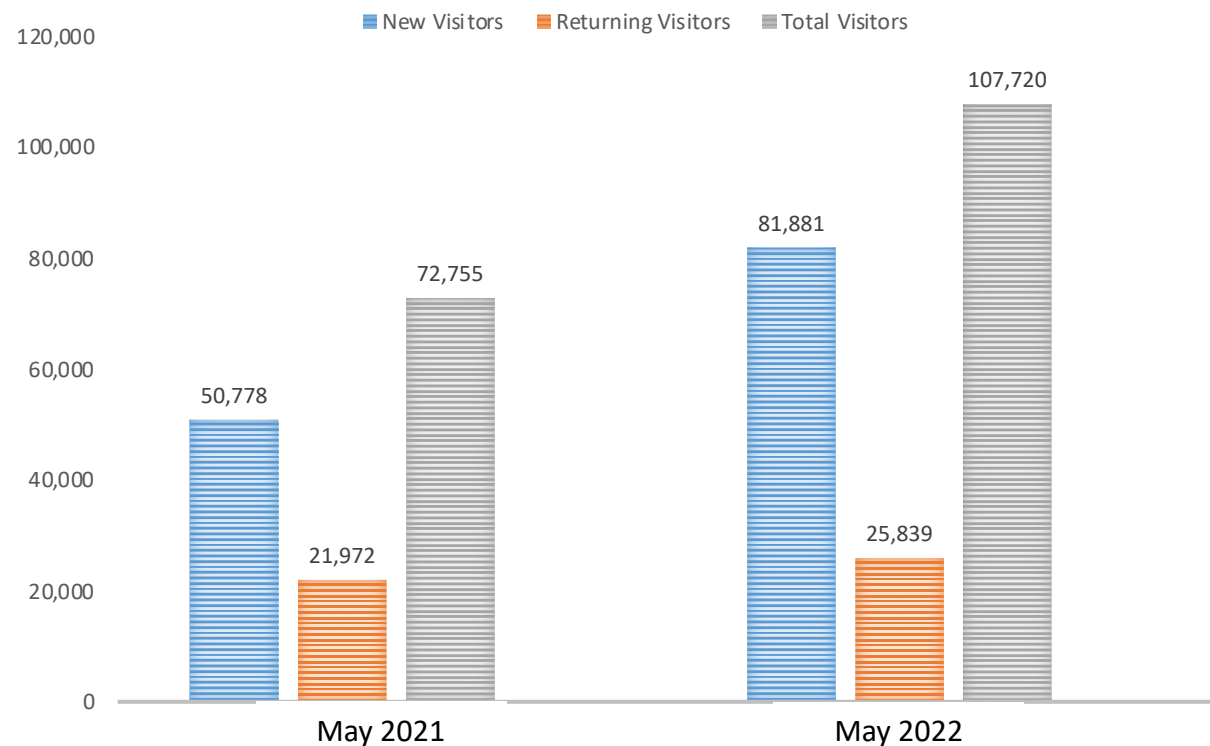
KCC Web Traffic Growth May 2022 vs May 2021

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

WEBSITE METRICS



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%.



**Jumpstart A
Lifetime of Learning.**

Earn an Associate of Arts degree in Liberal Arts.
100% Online. Flexible and Affordable.

KCC FLEX

The College Degree that Fits Your Life

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.

Your Traction on Niche YTD (through April)

7,510

views of your
Niche Profile

637

referral clicks to
your website

845

Inquiries (hand-raisers)

Your Traction on Niche in 2021

18,461

views of your
Niche Profile

1,063

referral clicks to
your website

563

Inquiries (hand-raisers)

May Press Releases



Sara Rutkowski
ENGLISH



Elke Weesjes Sabella
HISTORY

Two Kingsborough Community College professors, Sara Rutkowski (English) and Elke Weesjes Sabella (history), were named 2022 Mellon/ACLS Fellows by the American Council of Learned Societies (ACLS).



KINGSBOROUGH EARNS 2022-2023 GOLD MILITARY FRIENDLY® SCHOOL DESIGNATION

May 27, 2022 – KCC has earned the **2022-2023 Gold Military Friendly® School** designation by Vigtory, 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/Cui6nWCSYSg?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.

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

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 Womans 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](#)

Visit our [News](#) webpage for more recent press.

NEWS

103-year-old Brooklyn woman's birthday is celebrated with 470 wishes

May 16, 2022 Brooklyn Eagle Staff



Fran Koch reacts to receiving 470 birthday cards on the occasion of her 103rd birthday. YouTube photo