

Communications and Marketing

March 2023 Report

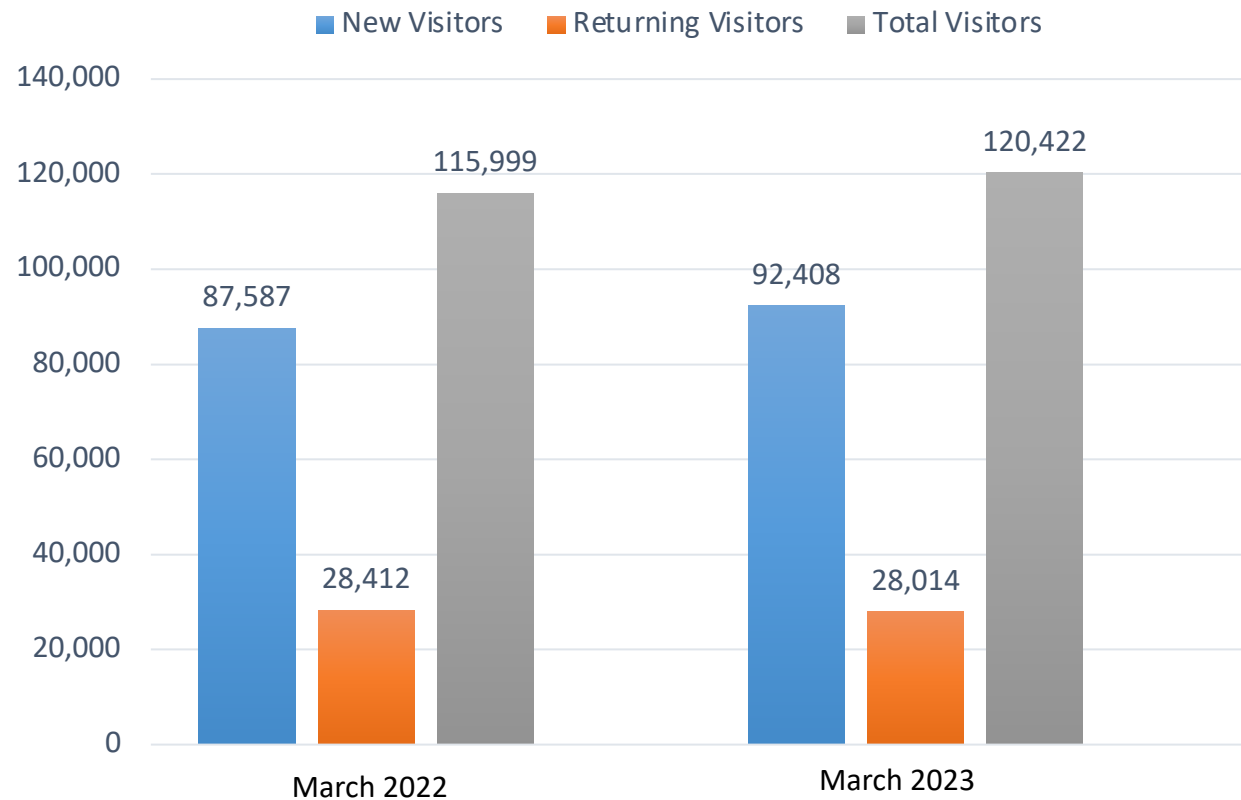


KCC Web Traffic Growth (YOY)

March 2022 vs March 2023

Year over year (YOY), the chart shows growth of New Visitors and Total Visitors to our homepage, comparing March 2022 to March 2023:

- The blue columns show that New Visitors increased 6%
- The orange columns show that Returning Visitors decreased slightly by 1%
- The gray columns show that Total Users increased 4%



Source: Google Analytics

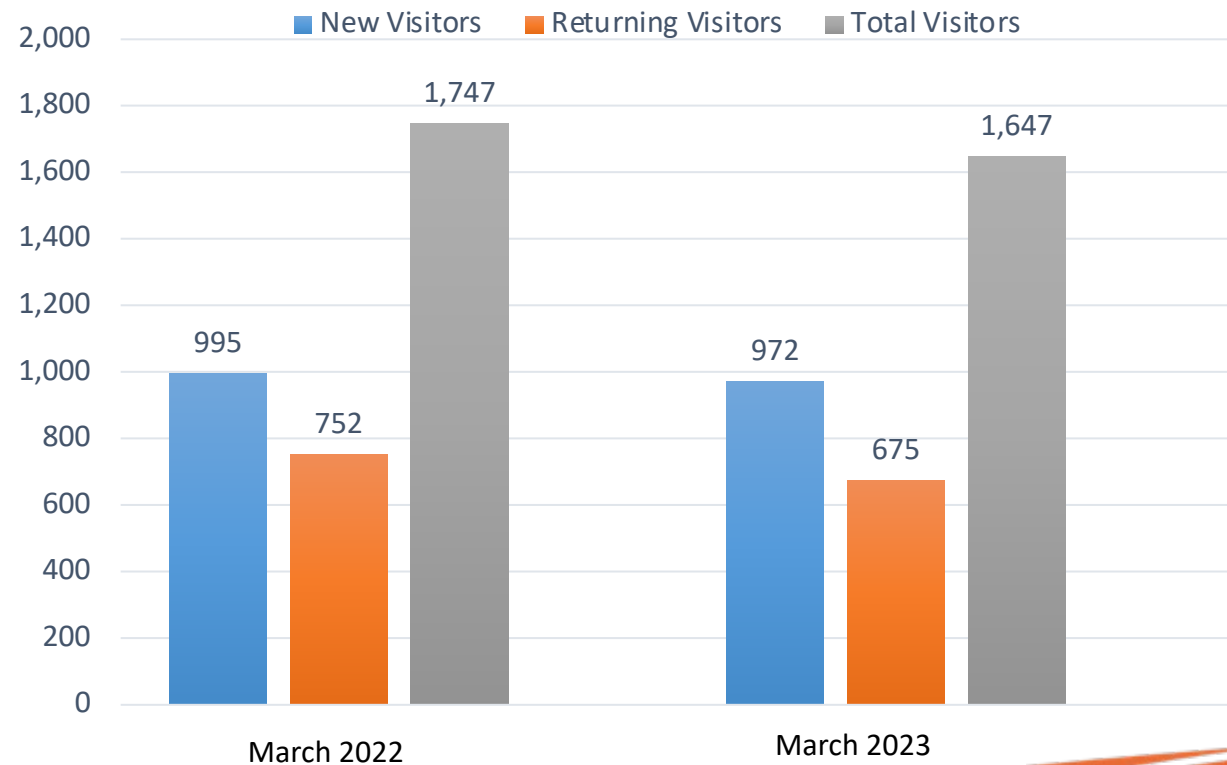
KCC FLEX Web Traffic Growth (YOY)

March 2022 vs March 2023

Year over year (YOY), the chart shows a slight decline in New Visitors, Returning Visitors and Total Visitors to our KCC FLEX landing page from March 2022 vs March 2023:

- The blue columns show that New Visitors decreased 2%
- The orange columns show that Returning Visitors decreased 1%
- The gray columns show that Total Users decreased by 6%

Source: Google Analytics







AdRoll Metrics (YOY)

2021 vs 2022

Year over year (YOY), our AdRoll display ad campaigns, from 2021 to 2022, have garnered increased impressions (the number of times our ads are displayed) and clicks, and has delivered more visitors to our website. We also expect 2023 to track with positive growth.

Source: AdRoll

	2021	2022	%Change	
Impressions	8,101,228	12,102,032	50%	
Clicks	22,269	33,775	52%	
New Website Visitors	649,753	869,036	34%	
Returning Website Visitors	285,699	287,329	.1%	

Advertising - New :30 Commercial

We deployed our new :30 *You Belong Here* commercial that's streaming on Hulu, airing on cable networks and playing in movie theaters through June 2023. The goal of the commercial is to increase overall brand awareness of KCC. Watch the commercial [here](#).



Advertising - Spanish Radio Campaign

To increase brand awareness among prospective Latinx students, we're testing a radio campaign with Spanish Broadcasting System's Mega 97.9 and Amor 93.1 targeting Hispanic adults 18+, who are bilingual, recent high school graduates seeking a college degree or continuing education, and/or are parents of children in the household applying to college. The campaign includes:

- **Email/Remail** targeted messages
- **Display Ads** for desktop, mobile and online
- **Website Retargeting**, retargeting display ads to those that engage with our campaign
- **:30 Pre-Roll Video**, paid promotional videos that play before featured videos online
- **:30 radio spot**, audio-streamed and geo-targeted to the NY DMA (Designated Market Areas)



**Suenos Empiezan Aquí.
Tu Pertenece Aquí.
Dreams Begin Here.
You Belong Here.**

APRENDE MAS AQUÍ



KINGSBOROUGH
COMMUNITY COLLEGE

★ DREAMS BEGIN HERE ★

The campaign runs April through May. Results will determine if we renew the campaign through September.

Advertising - Niche



Our Niche Partner Insights Report shows, month over month (MoM), how students are connecting with us throughout their college search. To increase our profile views, engagement and the number of students that apply to KCC after visiting our profile page, we will update our profile page quarterly, and will continue to send targeted messaging to our **Qualified Inquiries** (students who like our page) and **Cross-Interest Prospects** (students who have expressed interest in schools similar to KCC).

	February	March	%Change	
Profile Views	777	809	4%	
Inquiries from upcoming graduates	167	183	10%	
Click to website/ social media	200	168	-16%	
Cross-Interest Prospects	7,674	10,345	35%	
Apply	33	27	-18%	

Press Releases

The Power of a Good Night's Sleep

March 16, 2023 – Dr. Matthew Ebben, an associate professor at Weill Medical College of Cornell University and director of Kingsborough Community College's polysomnographic technology program, shares insights on the importance of sleep.

[Read more.](#)

From Passion to Profession: Free Doula Training for Qualifying New Yorkers Passionate About Birth Support to Begin at KCC in May

March 7, 2023 – KCC has been awarded \$110,000 to begin offering free online doula training for qualified applicants. The 15-hour program will be offered live via Zoom beginning in May. We are partnering with Restore Forward Institute | Black Women's Blueprint to provide training through our Workforce Development division.

[Read more.](#)

Cannabis to Cuisine

March 3, 2023 — KCC, in partnership with City Tech, has received a \$1M grant from the CUNY Workforce Development Training Grant/Contract Courses to add credential and micro-credential certifications in culinary cannabis to their existing hospitality and culinary arts programs. Slated to begin this summer, the campuses expect to train a total of 250 students over the next three years.

[Read more.](#)

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



The Power of a Good Night's Sleep:
KCC's Dr. Matthew Ebben shares
insights on the importance of sleep

Press Mentions



Dr. Monica Parrish Trent
Achieving the Dream

Dr. Monica Parrish Trent is vice president of network engagement at Achieving the Dream (ATD), a non-profit organization that partners with leaders at over 300 community colleges that are seeking transformation and innovation. The chief program and network officer designs programs and services that support and accelerate student success. Institutional leaders, faculty and staff are provided with actionable solutions. Trent, who has extensive experience as a professor and dean at community colleges, recruits and retains colleges into the ATD network. She engages with colleges and delivers learning events that inspire and mobilize



leaders to adopt innovative, evidence-based practices that facilitate equitable student success outcomes.

Dr. Narcisca A. Polonio
Greenwood, Asher & Associates

Formerly executive vice president of education, research, and board leadership services at the Association of Community College Trustees (ACCT), Dr. Narcisca A. Polonio is now senior executive search consultant for Community College Practice at Greenwood, Asher & Associates (G/A&A), a higher education search firm. A former college president, Polonio is an authority on community college governance, executive searches and presidential leadership. During her 18 years with ACCT, she provided leadership for the annual leadership Congress, publications and research projects. For G/A&A, she provides leadership and guidance in the community college sector as well as for universities with two-year campuses, technical colleges, urban colleges and universities and Hispanic Serving Institutions.



Dr. Claudia V. Schrader

CUNY/Kingsborough Community College
President of Kingsborough Community College (KCC), part of the City University of New York, Dr. Claudia V. Schrader is the college's seventh president and the first African American to hold the position. When the COVID-19 pandemic kept students from campus in 2020, Schrader created the KCC Welcome Wagon. She traveled around Brooklyn and the other boroughs of New York City to meet incoming students and welcome them to college, assuring them that they would find KCC and its president accessible, available, and ready to support student success. In 2021, ITHAKA, a nonprofit organization committed to expanding educational access, appointed Schrader to its board of trustees.



Vanessa E. Wyche
Johnson Space Center

Vanessa E. Wyche is an engineer who became director of the NASA Johnson Space Center in June 2021. The Space Center is home of America's astronaut corps, Mission Control Center, International Space Station, Orion, and Gateway programs as well as more than 11,000 civil service and contractor employees. Wyche oversees diverse human spaceflight activities, including development and operation of human spacecrafts, commercialization of low Earth orbit and the Space Center's role in exploring Earth's Moon and Mars. Under her leadership, Forbes recognized the Space Center as No. 1 among best major employers in Texas. She is a recipient of the Presidential Rank Award, two NASA Outstanding Leadership medals, and two NASA Achievement medals.



March 2, 2023 - **Diverse Issues in Higher Education**: [Celebrating Leading Women in Higher Education: Diverse presents 25 Women Making a Difference in the World of Academe](#)

March 2, 2023 - **HuntingtonNow.com**: [Hospital Names New Chief Nursing Officer](#)

March 2, 2023 - **Noticia El Correo** and **amNY**: [Op-Ed | Rethinking Black, Race & Ethnic Studies at CUNY](#)

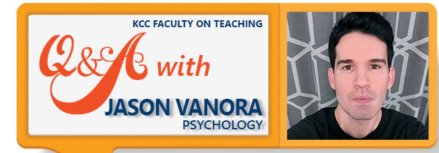
March 24, 2023 – **Schneps Bay News**: [As CUNY Students Succeed, New York Wins](#)

March 17. 2023 – **Bklyner**: [Are You Listening, MTA? Brooklyn Bus Network Redesign Faces Objections From Every Community Board](#)

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

Stories

We deployed 15+ Q&As, Ovations and Campus News stories in March. Visit our [Faculty on Teaching](#), [Campus News](#) and [Ovations](#) webpages for more stories.



International Transgender Day of Visibility Safe Zone

Today is International Trans Day of Visibility (TDOV). Founded in 2009, this day is dedicated to honoring transgender, gender non-conforming, and gender non-binary folk for their contributions to society while raising awareness of worldwide discrimination. Observed yearly by the Transgender community and its supporters, there are over 1.5 million trans youth (age 13+) and adults across the United States. They are friends, neighbors, colleagues and family members, a diverse community, representing all racial and ethnic backgrounds and faith traditions.



From Passion to Profession: KCC to Offer Free Doula Training for Qualifying New Yorkers Passionate About Birth Support



March 17, 2023 World Sleep Day

Sleep is Essential for Health

The Power of a Good Night's Sleep



March is Honor Society Awareness Month

The Perfect Scholastic Vehicle: College Honor Societies

In addition to providing a challenging, enriching, and rewarding educational experience for highly motivated students, community colleges offer entrée to honor societies only open to community college students.

Nawel Messaoudi is one many Kingsborough Community College students who have taken full advantage of all we have to offer. With a straight "A" average, she's on the fast track to achieving her dream of becoming a certified registered nurse anesthetist. But there have been challenges.

Read more about her journey and the opportunities Kingsborough has afforded her.



Graphic Design/Branding

We produced dozens of graphics and branded materials for the college community in March, including the following samples.



KINGSBOROUGH
COMMUNITY COLLEGE
★ DREAMS BEGIN HERE ★

Alliance
for
CONEY ISLAND

Degree Programs | Continuing Education | Workforce Development

Kingsborough Community College is Here for You!

Meet with a KCC representative at
Alliance for Coney Island to learn more.

**EVERY OTHER
TUESDAY**
10 am - 2 pm
1904 Surf Avenue

Scan code to schedule an
appointment or email
Hillary.Stackpole@kbcc.cuny.edu



you BELONG HERE

KCC is here to tell you
You've got this and We've Got You!

Come meet other KCC students, build
relationships and connect to campus resources.

- Single Parents | Mar. 13 | 10am
- DACA/Undocumented Students | Mar. 13 | 12pm
- First in Family to Attend College | Mar. 14 | 10am
- LGBTQ+ Students | Mar. 14 | 12pm
- Men of Color | Mar. 15 | 10am
- Students of Faith | Mar. 15 | 12pm

Register at: bit.ly/3YInI5S



SAVE *The* **DATE**

KINGSBOROUGH COMMUNITY COLLEGE

58TH COMMENCEMENT



WEDNESDAY, JUNE 21, 2023

www.kbcc.cuny.edu/commencement

Government Relations Activities



March 1 – Attended NYC Council Member Inna Vernikov’s State of District: https://fb.watch/k0Xt_ydMI1/

March 2 – Attended the NYC Council Stated Meeting: [Live Stream Hearings - New York City Council \(nyc.gov\)](#)

March 14 – Attended the NYC Council Committee on Higher Education – Topic: Budget: [Live Stream Hearings - New York City Council \(nyc.gov\)](#)

March 15 – Met with NYS Assemblyman Michael Novakhov’s Chief of Staff Gregory Kirsopp to discuss FY24 budget asks

March 16 – Attended the NYC Council Stated Meeting: [Live Stream Hearings - New York City Council \(nyc.gov\)](#)

March 20 – Attended the CUNY Borough Board of Trustees hearing at City Tech. President Schrader attended with four KCC students who gave [testimony](#).