Positive impacts of K-State 2025

• Crisper brand definition and institutional consistency over past decade.
• Established dedicated advertising budget in support of undergraduate Manhattan campus enrollment.
• Increased international research profile.
• Focus on diversity and inclusion initiatives.
• Clear, strategic priorities.
Progress/accomplishments

• Increased and formalized crisis communications capacity.
  – PIO training, EOC, Alerts Systems.
• Institutionalized internal communications (K-State Today).
• Revamped web presence with CMS admin (2X).
• Seek magazine.
• One voice brand initiative and the launch of the institutional brand campaign.
• Launched coordinated digital advertising in support of SEM.
• Expanded video platforms (K-State HDTV, YouTube).
• Established institution-level social media platforms.
Key metrics

• Enrollment support metrics.
  – Inquiries, applications, web traffic/interaction, advertising conversions.
• Media placements (Meltwater).
• Video views.
• CASE awards.
Undergraduate admits

UG Admits

Fall 2011 Fall 2012 Fall 2013 Fall 2014 Fall 2015 Fall 2016 Fall 2017 Fall 2018 Fall 2019 Fall 2020 Fall 2021

Campaign Launch

UG Admits
Enrollment support metrics

Inquiries: Sept. 3 - Oct. 10, 2020

- Visitors and Submissions:
  - Form Visitors: 3,779
  - Form Submits: 1,261

- Submissions by Campus:
  - Manhattan: 473
  - Olathe: 32
  - Polytechnic: 116
  - Online: 640

Inquiries: Sept. 3 - Oct. 10, 2021

- Visitors and Submissions:
  - Form Visitors: 4,498
  - Form Submits: 1,358

- Submissions by Campus:
  - Manhattan: 689
  - Olathe: 24
  - Polytechnic: 104
  - Online: 541

*Note: Revised admissions web presence did not launch until Sept. 2020, so July/August data is not available for apples-to-apples comparison.
Enrollment support metrics

Advertising campaign traffic and conversions (FY 2020-2021)

Overview of web traffic throughout campaign

Overview of event completions (Google Tag Manager)

Totals:
- Apply: 2,082
- Visit: 605
- Form Submission: 679
- Request Information: 561
- Apply CTA: 4,636
Enrollment support metrics

Brand campaigns/advertising support top-of-funnel awareness and lead generation. All metrics point toward success.

- 50% of acquired inquiries for FY 20-21 can be directly attributed to central SEM advertising campaigns.
- During FY 20-21, highest application numbers for undergraduate Manhattan since 2014.
- Advertising campaign interaction rates above industry benchmark.

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>IMPRESSIONS (M)</th>
<th>INTERACTIONS (K)</th>
<th>INTERACTION RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>10.07M</td>
<td>31.24K</td>
<td>0.31%*</td>
</tr>
<tr>
<td>Snapchat</td>
<td>9.21M</td>
<td>60.82K</td>
<td>0.66%*</td>
</tr>
<tr>
<td>Display</td>
<td>9.10M</td>
<td>11.27K</td>
<td>0.12%*</td>
</tr>
<tr>
<td>Mobile</td>
<td>5.54M</td>
<td>39.86K</td>
<td>0.72%*</td>
</tr>
<tr>
<td>YouTube</td>
<td>1.80M</td>
<td>&lt;1K</td>
<td>0.05%</td>
</tr>
<tr>
<td>Search</td>
<td>0.68M</td>
<td>43.69K</td>
<td>6.39%</td>
</tr>
<tr>
<td>OTT</td>
<td>0.61M</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Instream</td>
<td>0.04M</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

* Interactions (clicks and swipes) exceeded benchmark data (provided by Alpha) on four main platforms. Those industry averages are:
  - Facebook: 0.2-0.25%
  - Snapchat: 0.25-0.3%
  - Display: 0.10%
  - Mobile: 0.20%
Media metrics

Institutionalized internal communications.

- Nearly 72,000 articles published in K-State Today.
Media metrics

- Increasing media exposure required shifts in our news team’s focus.
Social media metrics

- Engagement.
- Amplification.
- Customer service.
- Crisis communications.
K-State websites

2010

2011

2021
Your channel has gotten 3,125,205 views so far

- Views: 3.1M
- Watch time (hours): 120.5K
- Subscribers: +5.5K
- Your estimated revenue: $0.20

Realtime
- 5,502 Subscribers

Recent views:
- 2021 DMTWW 15 sec Fre...: 2,848 views
- 2021 DMTWW 15 sec Fre...: 2,711 views
- Frank Mitloehner | Henry C...: 191 views
<table>
<thead>
<tr>
<th>Video title</th>
<th>Views</th>
<th>Watch time (hrs)</th>
<th>Impressions click-through rate (%)</th>
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</thead>
<tbody>
<tr>
<td>Apply Anderson 13sec 191119</td>
<td>131,878</td>
<td>476.2</td>
<td>8.62</td>
</tr>
<tr>
<td>Apply Blanket 13sec 191119</td>
<td>120,504</td>
<td>435.3</td>
<td>4.80</td>
</tr>
<tr>
<td>Don’t make the world wait.</td>
<td>89,125</td>
<td>738.5</td>
<td>3.11</td>
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<tr>
<td>An introduction to ALICE Institute Training</td>
<td>85,110</td>
<td>5,462.0</td>
<td>6.28</td>
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<td>Biosafety Level 3 Lab Entry</td>
<td>84,232</td>
<td>1,856.7</td>
<td>7.42</td>
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<td>Mass Producing Graphene</td>
<td>K-State News</td>
<td>82,107</td>
<td>1,522.3</td>
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<tr>
<td>2021 DMTWW 15 sec FreshmenDec1 v2</td>
<td>54,676</td>
<td>226.0</td>
<td>7.69</td>
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<td>Mark Haub’s Snack Food Diet</td>
<td>51,410</td>
<td>734.5</td>
<td>9.79</td>
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<tr>
<td>IL Anderson 13sec 190823</td>
<td>47,684</td>
<td>172.0</td>
<td>3.75</td>
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<tr>
<td>MN Anderson 13sec 190823</td>
<td>46,279</td>
<td>167.2</td>
<td>1.75</td>
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<td>2021 DMTWW 15 sec FreshmenDec1 v1</td>
<td>44,495</td>
<td>183.8</td>
<td>0.00</td>
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<tr>
<td>Become a part of Kansas State University</td>
<td>37,253</td>
<td>1,026.5</td>
<td>6.37</td>
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<tr>
<td>MO Blanket 13sec 190823</td>
<td>33,541</td>
<td>121.2</td>
<td>4.85</td>
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<tr>
<td>Kansas State University</td>
<td>Sense of Place</td>
<td>30,072</td>
<td>194.3</td>
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<tr>
<td>K-State Fight Song</td>
<td>28,789</td>
<td>398.9</td>
<td>5.31</td>
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<tr>
<td>Wabash Cannonball</td>
<td>The Wildcat Way</td>
<td>24,428</td>
<td>255.3</td>
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<tr>
<td>Housing Options at K-State</td>
<td>24,358</td>
<td>577.0</td>
<td>6.28</td>
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<tr>
<td>Experience life at K-State</td>
<td>23,513</td>
<td>1,150.9</td>
<td>6.06</td>
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<tr>
<td>TX Anderson 13sec 190823</td>
<td>22,612</td>
<td>81.7</td>
<td>8.51</td>
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<tr>
<td>Alumni Spotlight: Eric Stonestreet</td>
<td>22,331</td>
<td>361.1</td>
<td>7.15</td>
</tr>
</tbody>
</table>
CASE awards

Recognition of outstanding university communications.
- 129 awards to DCM since 2010.
- Three international Circle of Excellence awards.
Top priorities moving forward

• Leadership transition (retirements).
• Enrollment, enrollment, enrollment.
  – Maintain campaign integrity/consistency.
• Capacity sharing/financial viability of unit.