

Marketing and Communication

2018-2020 Summary

Project Demand and Categories

Projects tracked through project management software, **Brightpod**, and value estimated at market price.

| Category | Spring 2020 | Fall 2019 | Summer 2019 | Spring 2019 | Fall 2018 | Summer 2018 | Total | Percentage |
|---|-------------|-----------|-------------|-------------|-----------|-------------|----------|------------|
| General Marketing and Communications | 20 | 6 | 2 | - | 4 | 1 | 33 | 8.3% |
| Graphic Design | 72 | 52 | 16 | 28 | 31 | 10 | 209 | 53% |
| Multimedia | 42 | 18 | 5 | 6 | 1 | - | 72 | 18% |
| Email and Communication | 50 | 17 | 1 | 6 | 1 | - | 75 | 19% |
| Social Media | 1 | 3 | 1 | 1 | 1 | - | 7 | 1% |
| Total | 185 | 96 | 25 | 41 | 38 | 11 | - | - |

Estimated Market Cost Based on Similar Services

| | Spring 2020 | Fall 2019 | Summer 2019 | Spring 2019 | Fall 2018 | Summer 2018 |
|---------------------------|-------------|-----------|-------------|-------------|-----------|-------------|
| Number of Projects | 185 | 96 | 25 | 41 | 38 | 11 |
| Hours Worked | 3454 | 1978 | 442 | 805 | 630 | 215 |
| Market Cost | \$321,775 | \$237,675 | \$54,575 | \$97,000 | \$71,000 | \$26,375 |

Alex, Rachael and Paul were hired starting Fall 2019

Total Estimated Market Cost

- 84% for Student Affairs Projects totaling \$680,775
- 16% for University Projects totaling \$127,625
- \$808,400 Overall Total

Departments by Usage (Top 5)

Student Affairs Projects

| | SHCS | SASEEP | Financial Wellness | Career Center | Admission and Outreach |
|---------------------------|----------|----------|--------------------|---------------|------------------------|
| Number of Projects | 46 | 41 | 39 | 47 | 18 |
| Hours Worked | 1263 | 775 | 610 | 696 | 400 |
| Market Cost | \$86,450 | \$82,625 | \$78,000 | \$73,350 | \$46,625 |

University Projects

| | University Advancement | Office of the President | Academic Affairs | College of Continuing Education | Athletics |
|---------------------------|------------------------|-------------------------|------------------|---------------------------------|-----------|
| Number of Projects | 14 | 14 | 5 | 10 | 3 |
| Hours Worked | 425 | 215 | 95 | 135 | 60 |
| Market Cost | \$59,125 | \$27,125 | \$11,875 | \$10,125 | \$7,500 |

Academic Affairs: Cooper-Woodson Program, Planetarium, McNair Scholars

2020 Year End Report – Emails

Division Email Platforms (Data from June 2019 through June 2020)

| | EMMA | Handshake | Hobsons |
|------------------------------------|------|-----------|---------|
| Average Open Rate | 48% | 31% | 64% |
| Average Click Rate | 41% | 19% | 44% |
| Average Open Rate over 30K | 12% | 8% | 18% |
| Average Click Rate over 30K | 12% | 5% | 3% |

Open Rate: Open rate is the percentage at which your email is opened. It is calculated by dividing the number of users that open the email by the number that received the email.

Click Rate: Click rate is the percentage at which links in your email are clicked. It is calculated by dividing the number of users that click on a link by the number that received the email.

Campaigns Sent by Department

- Campaigns are individual email messages sent to a group of students
- 242 Total Campaigns Sent
 - 78 from Admission and Outreach
 - 28 from Registrar
 - 69 from Student Affairs
 - 10 from College of Continuing Education

| Department | Average Audience Size | Emails Sent | Campaigns Sent |
|--|-----------------------|-----------------------------------|----------------|
| EMMA (SacSend 2.0) Housed in Student Affairs Marketing and Communications | 15,866 | 2,918,380 | 242 |
| Handshake Housed in Career Center | 6,622 | 873,938 | 140 |
| Hobsons Housed in Admission and Outreach | 3,695 | 842,527 | 234 |
| EAB Available to all staff | n/a | 60,231 sent by Student Affairs | n/a |
| Total | --- | 4,695,076 | 616 |

Emails calculated by total recipients. i.e. – Campaigns to 30,000 students counts as 30,000 emails.

EMMA (SacSend 2.0) Emails

Average Engagement Rates

Audience Open Rate (Targeted email campaigns in 2019/2020)

- 37.96% Asian Pacific Islander
- 53.05% Chicanx/Latinx
- 46.02% Natural Science Mathematics Students
- 46.07% First Gen Students
- 45.77% Faculty/Staff
- 49.14% Students

EMMA Email Performance by Semester

- Summer 2019
 - 51.73% Average Open Rate
 - 10.42% Average Click Rate
- Fall 2019
 - 45.24% Average Open Rate
 - 13.75% Average Click Rate

- Spring 2020
 - 46.68% Average Open Rate
 - 9.56% Average Click Rate
- Summer 2020
 - 55.01% Average Open Rate
 - 9.90% Average Click Rate

Coronavirus Communication Review

Summary

Recap of efforts by Student Affairs Marketing and Communications during the Spring Semester 2020. Summary includes details of business-as-usual communications, such as promoting commencement, orientation, registration, and campus event coverage, as well as additional unforeseen Crisis Communications in response to the Coronavirus (COVID-19) Pandemic. Comparison where appropriate to previous communication benchmarks and campus partners.

YouTube: efforts consisted creation of videos featuring Campus Updates from Vice President of Student Affairs, Dr. Ed Mills and various guests, as well as, commencement and orientation promotions, event recaps, and How-To Guides.

- March to May 2020
 - 1,766 average views
 - 95,375 total views
 - 54 videos
 - 22 campus updates and 32 business as usual videos
 - Total viewers for the 54 videos was 95,372.
 - Viewers on the 22 campus updates was 77,073 or 80.81%
- Previous 5 months
 - 139 average views
 - 2,646 total views
 - 19 videos
- 1170.5% Increase in Average Views
- 3504.4% Increase in Total Views
- 184% Increase in Production

Social Media Engagement (As of June 2020)

Efforts consisted of sharing Campus Update videos, as well as cross-promoting Divisional and Campus events/updates, and general student engagement and Hornet Spirit!

Average Engagement Rate

| Year | Instagram (5,380 followers) | Twitter (486 followers) | Facebook (403 followers) |
|------|-----------------------------|-------------------------|--------------------------|
| 2019 | 11.96% | 9.77% | 13.34% |
| 2018 | 7.81% | 4.24% | 11.80% |
| 2017 | 9.19% | 3.15% | --- |

Note: Engagement Rate defines as Total Engagements divided by Total Impressions.

- Instagram
 - 2.77% increase from 2017 to 2019
 - 4.15% increase from 2018 to 2019
- Twitter
 - 6.62% increase from 2017 to 2019
 - 5.53% increase from 2018 to 2019
- Facebook
 - 1.54% increase from 2018 to 2019

Sac State Rises Video

Created to acknowledge the hard work and dedication of the campus community, faculty, staff, and students; SacStateRises grounds Sacramento State in the Sacramento Region and proclaims, “with strength and perseverance, we will unite stronger than ever ... as Proud Hornets Forever!”

- 58,325 Views
- 3,504 Engagements (likes and comments)
- 1,015 Shares

View totaled from social media postings and web pages of campus partners, as well as by attendees of 2020 Virtual Commencement.

- Sacramento Metropolitan Chamber of Commerce @Metro_Chamber: 11,300 followers
- City of Sacramento @theCityofSac: 60,600 followers
- The CSU @calstate: 22,666 followers
- Mayor of West Sacramento Christopher Cabaldon @ProfCabaldon: 488 followers
- Sports radio personality Larry Krueger '93 @sportslarryknbr: 28,000 followers

EMMA (SacSend 2.0)

Efforts consisted of sending daily campaigns, sharing important campus update related to grade change procedures and HEERF Funding, as well as business-as-usual campaigns, related to Commencement, Summer Session, Admissions, and ASI Elections.

- All Students Open Rate
 - 44.36% March to May

- 41.15% Year to Date
- 3.2% Increase
- All Students Click Rate
 - 13.16% March to May
 - 11.56% Year to Date
 - 1.6% Increase
- 20 Campus Update (consisted of sharing Campus Update videos and links to written video transcripts). Few additional words were shared.
- 45 Business-as-Usual Communications
- 242 Campaigns
- Campaigns are email messages sent to a group of students.
- 30,000+ Emails are total recipients of campaigns.

Website

Student Website

[Emergency Student Information Website](https://www.csus.edu/student-affairs/emergency-student-information.html) <https://www.csus.edu/student-affairs/emergency-student-information.html>

Created by Student Affairs to complement the Coronavirus (COVID-19) alert page created by University Communications. Page provided student specific content and FAQs.

- March 18, 2020 launched
- 48,603 Total views
- 36,955 Unique views

Sac State Website

[Covid-19 Information Website](https://www.csus.edu/covid-19-information/) <https://www.csus.edu/covid-19-information/>

Built by University Communications, Coronavirus Alert page provided important updates related to Coronavirus (COVID-19) and the University's response to the emerging pandemic.

- March 4, 2020 launched
- 51,396 Total views
- 45,808 Unique views

916-278-3421

sa-communication@csus.edu