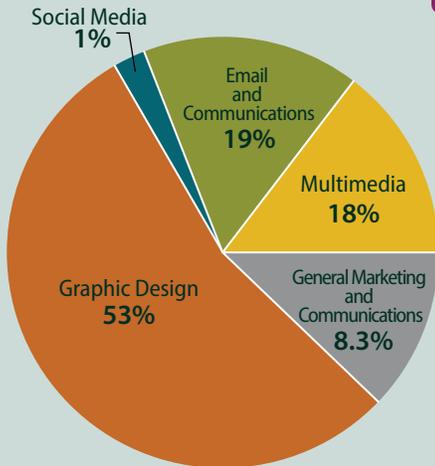


MARKETING & COMMUNICATION 2018-2020 SUMMARY

Project Demand & Categories



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

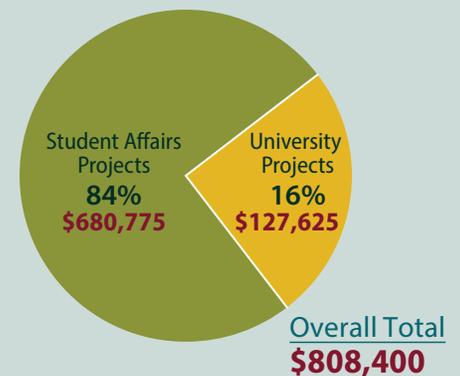
Category	Spring 2020	Fall 2019	Summer 2019	Spring 2019	Fall 2018	Summer 2018	Total
General Marketing and Communications	20	6	2	-	4	1	33
Graphic Design	72	52	16	28	31	10	209
Multimedia	42	18	5	6	1	-	72
Email and Communication	50	17	1	6	1	-	75
Social Media	1	3	1	1	1	-	7
Total	185	96	25	41	38	11	

Estimated Market Cost Based on Similar Services

- Number of Projects
- Hours Worked
- Market Cost



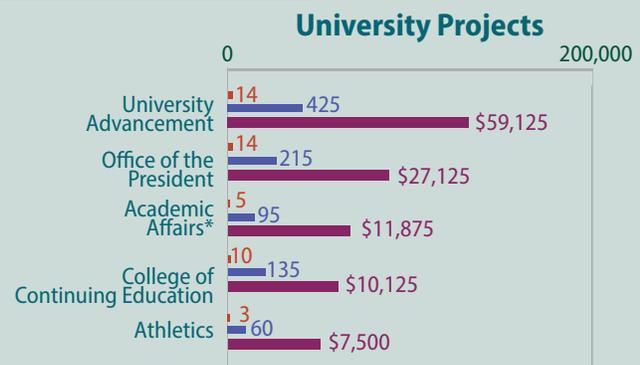
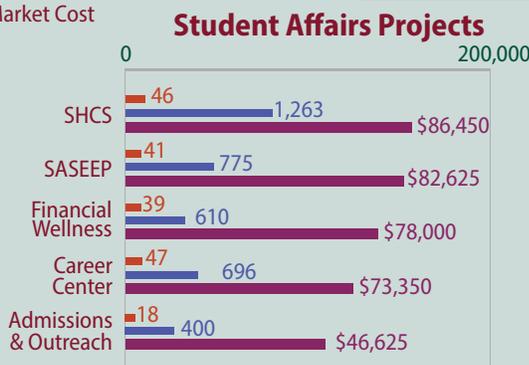
Total Estimated Market Cost



* Alex, Rachael and Paul were hired

Departments by Usage (Top 5)

- Number of Projects
- Hours Worked
- Market Cost

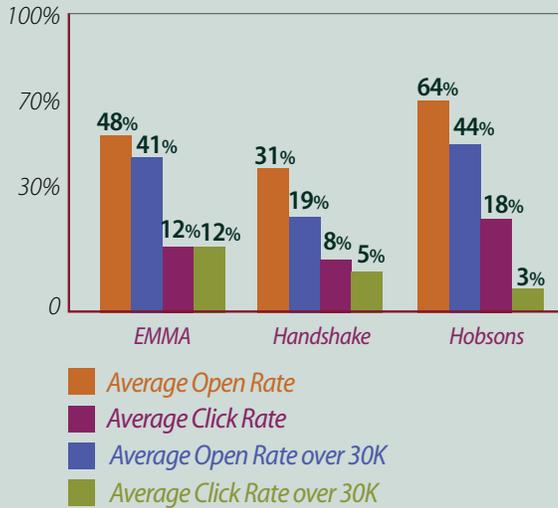


*Academic Affairs = Cooper-Woodson Program, Planetarium, McNair Scholars

2020 YEAR END REPORT - EMAILS

Division Email Platforms

Data from June 2019 through June 2020



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

242 Total Campaigns Sent



*Campaigns are individual email messages sent to a group of students

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 Admissions & 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*

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

*Targeted email campaigns in 2019/2020.

EMMA Email Performance by Semester

Semester	Average Open Rate	Average Click Rate
Summer '19	51.73%	10.42%
Fall '19	45.24%	13.75%
Spring '20	46.68%	9.56%
Summer '20	55.01%	9.90%

CORONAVIRUS COMMUNICATION REVIEW

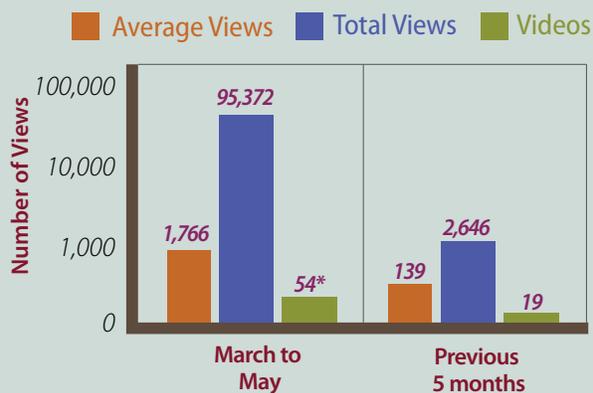
Summary

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 of 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.



↑ **1170.5%** Increase in Average Views

↑ **3504.4%** Increase in Total Views

↑ **184%** Increase in Production

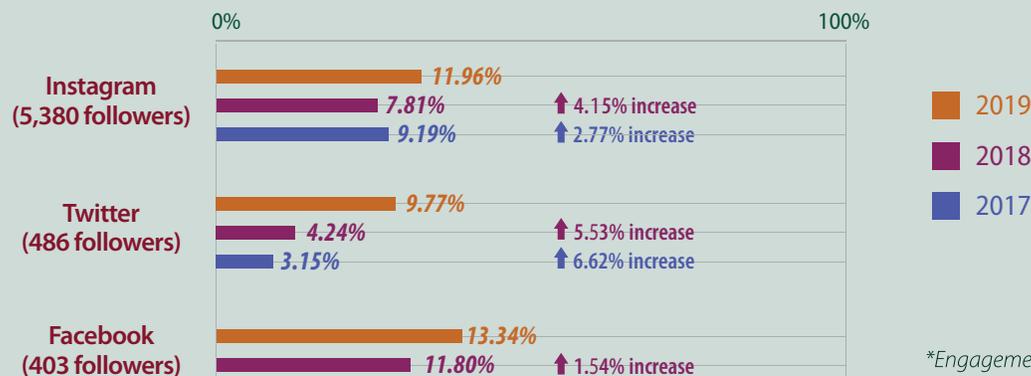
*54 videos were made during Spring 2020. 22 campus updates and 32 business as usual videos
 • Total viewers for the 54 videos was 95,372.
 Viewers on the 22 campus updates was 77,073 or 80.81%

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



*Engagement Rate defined as Total Engagements divided by Total Impressions

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 & 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% **41.15%** **↑3.2%**
March to May Year to Date Increase

20 Campus Update+
45 Business-as-Usual Communications

All Students Click Rate**



13.16% **11.56%** **↑1.6%**
March to May Year to Date Increase

242 Campaigns

*Campus Update Communications consisted of sharing Campus Update videos and links to written video transcripts. Few additional words were shared.

*Campaigns are email messages sent to a group of students.
**30,000+ Emails are total recipients of campaigns.

Website

Student Website: <https://www.csus.edu/student-affairs/emergency-student-information>
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: <https://www.csus.edu/alert/coronavirus.html>

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