

Board of Trustees October 2021 Report Marketing & Communications

From May 10 to Sept. 28, 2021, the Office of Marketing & Communications (MarCom) implemented numerous marketing and communications plans. Highlights of this work include the following:

Commencement 2021.

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Shifting dates allows the University to add more timely content, including coverage of commencements (which would appear in the June issue) and Homecoming (which would appear in the September issue). With the previous schedule, a great deal of time had passed

between those events and the publication. As a result, we were forced to include less information on these events due to timing.

The September issue is difficult to fill because faculty are not quite yet back to campus in early August when issue development begins. Stories often require faculty sourcing and due to contract limitations, they may not be available.

Our previous designer, Christine Busque, died suddenly in July during the early stages of planning the magazine. As a result, MarCom and Editor Ron Bernas felt we could create a quality product in the timeframe with an unfamiliar freelance designer.

This postponement until December will allow MarCom to hire a new designer and work with him/her on the December issue of the magazine.

Graphic Design Services

Due to the sudden loss of Christine Busque, graphic design services were extremely limited. At this time, the department is actively interviewing applicants for the graphic design position that is now open. The goal is to hire this professional within the next month.

Media Relations

- From May 11-Sept. 29, 2021, Detroit Mercy faculty, staff, students, alumni and programs were mentioned and/or featured in approximately 4,500 online, print and digital media outlets. This is a decrease of about 27% during the last reporting period (Jan. – May, 2021).
- During this time period, Detroit Mercy received 569 national media mentions.
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convocation and PTV service work photos, which yielded a reach of 5,401, garnered

of webpages significantly faster.

Finally, we expect that over time, the new website design and code changes will improve search engine rankings (SEO) for Detroit Mercy webpages.

We have lost some website maintenance capacity, due to one of our two part-time Web staffers dropping to just a few hours per week availability. Our part-timers have become important for reviewing, updating, and improving our hundreds of pages of existing Web content. We continue to clean up website content that has been modified by non-expert Web contributors across the University.

According to Google Analytics (Universal version), from May 11 to Sept. 26 of this year, the main website at www.udmercy.edu received the following user activity:

- 201,847 users

- 383,801 sessions

- 48.6% first-time visits (estimated)