



University Marketing Communications 2019 ANNUAL REPORT



STEPHEN F. AUSTIN
STATE UNIVERSITY

NACOGDOCHES, TEXAS

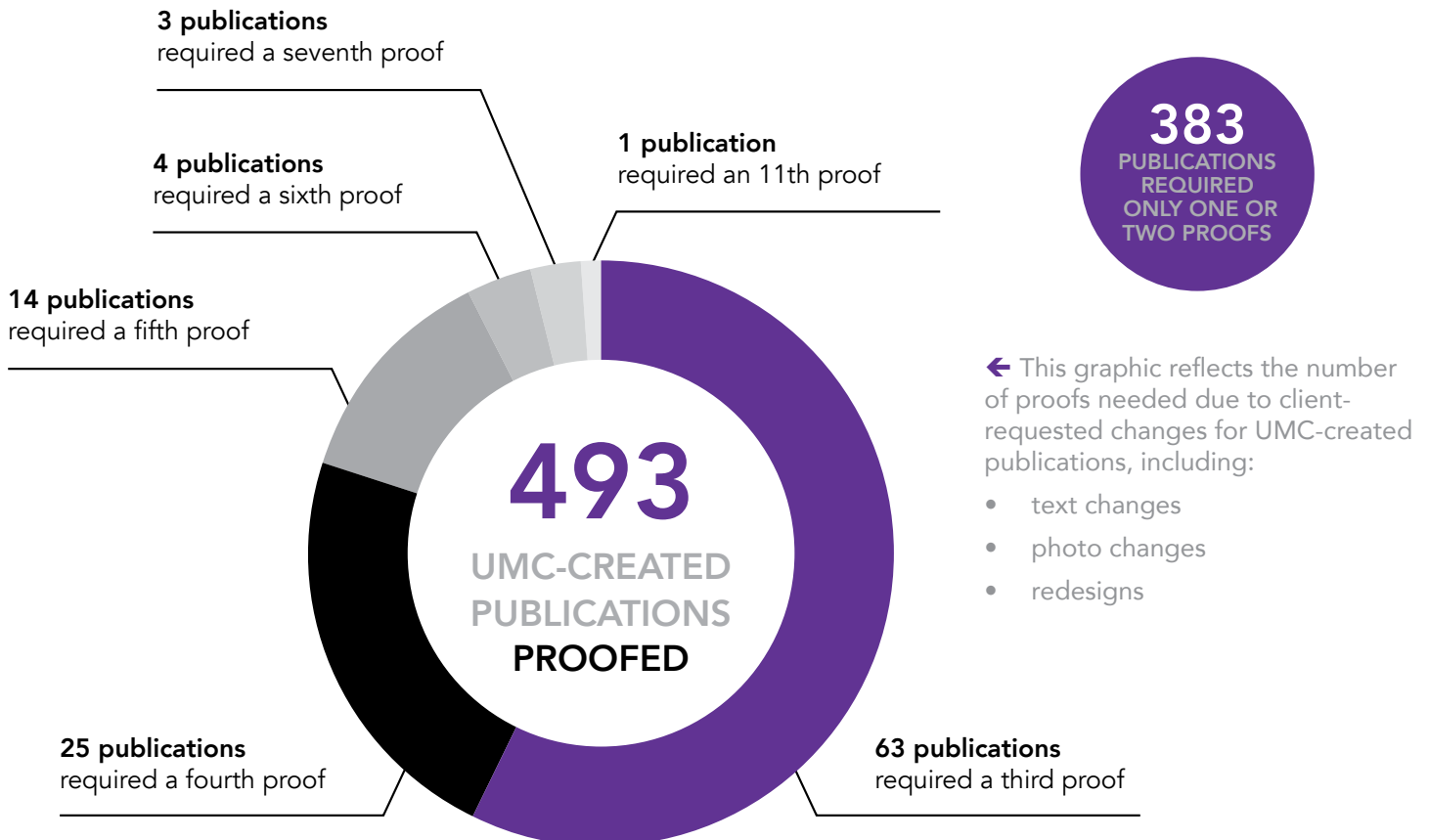
EDITING AND PROOFING

Across SFA's six colleges, 33 academic departments, and nearly 90 divisions and offices, UMC **writes** and **edits** client-created print and digital materials, including:

- Booklets
- Call for proposals
- Curriculog content: undergraduate and graduate bulletins
- Emails
- Flyers
- Guidebook app
- Informational inserts
- Invitations
- Maps
- Newsletters
- One-sheets
- Pop-up banners
- Postcards
- Posters
- Press releases
- Sandwich signs
- Sawdust magazine (three issues annually)
- SFA Gardens signs
- Social media graphics, content and campaigns
- Tabletop banners
- Trifold, bifold, die cut and other unique brochures
- Vehicle wraps
- Website content

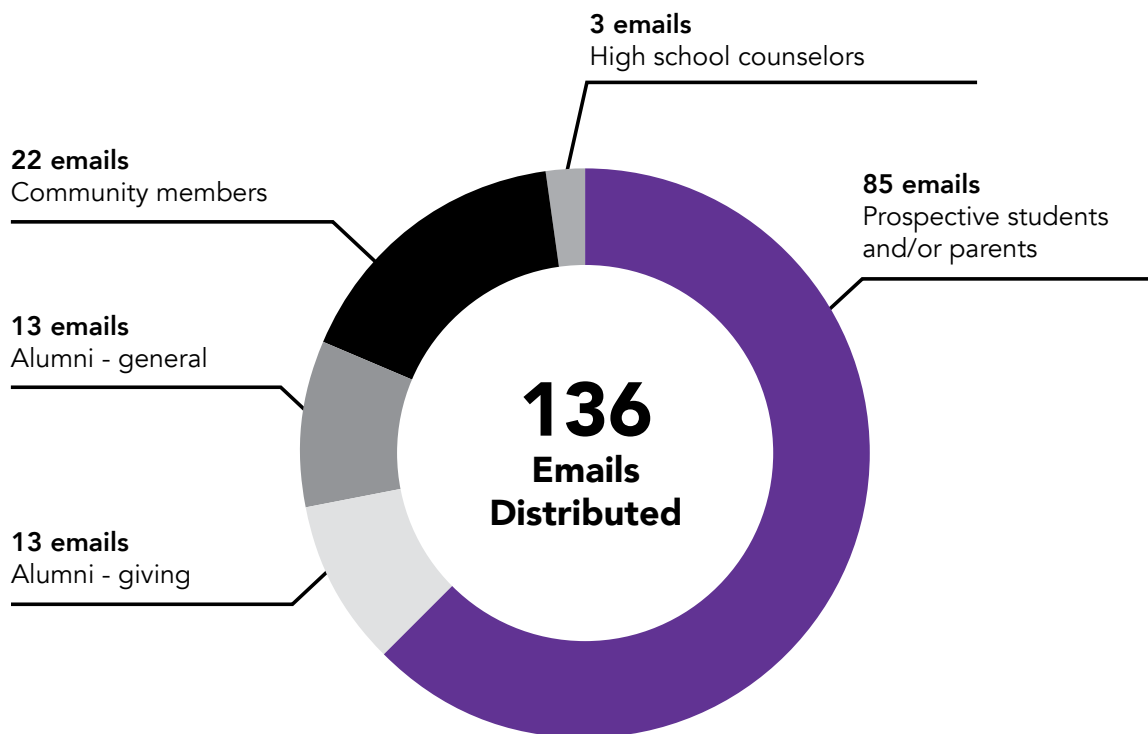
UMC also created marketing campaigns for:

- Lumberjack Orientation
- Showcase Saturday (three events)
- ROTC 50th Anniversary Reunion
- Nelson Rusche Distinguished Lecture Series
- SFA Gala
- Women in STEM Luncheon and Style Show



EMAILS

UMC utilizes an online email marketing service to distribute emails to alumni, community members, and prospective students and their parents.



SFA TODAY 104 ISSUES SENT

The SFA Today e-newsletter keeps SFA faculty and staff in the loop on everything from professional accolades to sports scores to upcoming campus events. It is distributed three times a week.

GRAPHIC DESIGN SERVICES

387 projects in 2018

27.39% increase

493 projects in 2019

Projects do not include Sawdust design projects or creating word marks, social media graphics and email graphics/headers.

Notable Design Projects

- Hospitality Shindig marketing materials
- Nelson Rusche Distinguished Lecture Series with Tony Hawk marketing materials
- Women in STEM Luncheon and Style Show marketing materials
- College of Fine Arts University Series direct mail piece
- Lumberjack Orientation 80-page publication
- Residence Life viewbook
- Graduate School viewbook
- Weeks of Welcome 16-page booklet
- Presidential Leadership Statement publication
- Cellphone charging stations
- Shuttle bus and coach bus designs
- Residence Life six pop-up banners with matching posters
- Student Emergency Aid Fund brochure
- Lumberjack Selfie Guide with map
- Lumberjack Express mobile food lab design
- College of Business mailer - iron cross brochure
- ROTC marketing materials, including nine pop-up banners
- College of Sciences and Mathematics general gatefold brochure

CLIENTS WITH THE MOST GRAPHIC DESIGN PROJECTS

2018	2019	CLIENTS
43	83	Student Affairs and Orientation / 93% increase
30	76	College of Liberal and Applied Arts / 153% increase
79	70	College of Education
51	51	Office of Development
21	44	College of Forestry and Agriculture
51	44	College of Sciences and Mathematics
31	37	Office of Multicultural Affairs
18	25	College of Business

34TH ANNUAL EDUCATIONAL ADVERTISING AWARDS

- **SILVER:**
University Series for College of Fine Arts
- **BRONZE:**
2018-19 Varsity Club Member Guide
- **BRONZE:**
Residence Life Guide to On-Campus Living

COLLEGIATE ADVERTISING AWARDS

- **GOLD:**
Residence Life Guide to On-Campus Living
- **SILVER:**
2018-19 Varsity Club Member Guide

UMC created all graphic design materials for the Office of Admissions from September 2019 through February 2020.

MEDIA RELEASES

UMC writes and distributes press releases for the entire university, but extensively for:

- Board of Regents meetings
- College of Liberal and Applied Arts
- College of Sciences and Mathematics
- James I. Perkins College of Education
- Office of Admissions
- Office of Multicultural Affairs
- Rusche College of Business
- SFA Gardens



64% INCREASE
SINCE FY 2015

NEWS RELEASE ANALYTICS / TOP 10 STORIES IN 2019

	PAGE	PAGE VIEWS
1	Gordon confirmed as SFA president	1,716
2	SFA Regents select presidential finalist	1,634
3	Tony Hawk to serve as guest speaker for SFA's Nelson Rusche Distinguished Lecture Series	782
4	SFA to hold spring commencement ceremonies	604
5	SFA Culinary Café to move to historic home	596
6	SFA Gardens to host fall plant sale	356
7	Mr. and Miss SFA announced	313
8	Outstanding faculty members to be honored at 31st SFA Gala	231
9	UPD leaders among appointments approved by SFA Board of Regents	228
10	Eugene Mitchell Weatherly to offer SFA December commencement address	209

PHOTOGRAPHY SERVICES

135

Headshots, individual photos or group photos
(Some sessions are with individuals and other sessions are multiple individuals with a group photo included.)

83

Campus-wide photo shoots (daily shoots)

- Department meetings
- Dedications
- Meetings
- Receptions
- Guest speakers
- STEM days
- Award ceremonies
- Gala

6

Graduation ceremonies

- Spring
- Summer
- Fall

6

Alumni Big Dip events

- Spring
- Fall

12

Overnight or all-day photo shoots

- SFA Days at the State Capitol
- Daytona SFA cheer competition
- Sawdust magazine

6

Shows or plays

- Theatre
- Dance company

40

Sporting events

- Football
- Baseball
- Basketball

RESOURCE SPACE / photos.sfasu.edu

Resource Space is the university's curated, central image repository and contains the most recent images. It's a place to host the best images from around the university.

24,409 images total

3,354 new images uploaded in 2019

2,291 downloaded by various users

294,945 keywords added

22,893 resource views

5,467 resource searches

IMAGE ARCHIVING/BACKUP

73,685 images taken on discs

513.13 GB data on discs

1,418 discs copied over to hard drive storage and replicated to another drive for backup

3.786 TB of data backed up

859,685 images backed up

4,000 (approximately) were received from outside sources (FJ Gaylor, etc.)

1,000 of those 4,000 (approximately) were sorted and uploaded to Resource Space

SAWDUST MAGAZINE

Sawdust is the official magazine of Stephen F. Austin State University. Every issue features stories about the university

and its alumni and includes a calendar of upcoming events, athletic highlights and advertisements.

Spring and Fall Issues / 52 pages / More than 100,000 circulation for each issue

Winter Issue / 44 pages / 9,000 circulation

WEBSITE ANALYTICS / TOP 10 STORIES IN 2019

	PAGE	PAGE VIEWS
1	Sawdust homepage	1,967
2	Fall 2019: Lumberjacks Make Great Pitmasters	1,697
3	Fall 2018: Ed and Gwen Cole STEM Building	1,025
4	Winter 2019: For the Love of Animals	478
5	Winter 2016: He's a Pepper	469
6	Winter 2019: Are you KIDDin' me?	461
7	Winter 2018: Triple Threat	408
8	Fall 2019: The Real Deal	387
9	Spring 2017: Story of My Life	341
10	Winter 2018: Jacks of All Trades with Malcolm LaVergne '97	255



SOCIAL MEDIA

SFA's Twitter was ranked in the top 10 of Division I universities for engagement in the Higher Ed 2018 Social Media Engagement Report, created by Up&Up, a higher education marketing agency, and Rival IQ, a social media analytics consultant.

SFA also ranked in the top 50 universities nationwide with the most consistently engaging accounts encompassing all social media platforms.



Facebook
@sfasu

72,910 followers



Giphy
@sfasu

over 1 million views



Instagram
@SFA_jacks

16,500 followers



Instagram
@SFA_Twigg

1,122 followers



LinkedIn
@sfasu

67,813 followers



Pinterest
@SFAlumberjacks

602 followers



Snapchat
@sfa_jacks



Twitter
@sfasu

19,877 followers



YouTube
Stephen F. Austin
State University

688 subscribers

VIDEOGRAPHY

Includes a new orientation video and video projects for:

- Rusche College of Business
- College of Sciences and Mathematics
- James I. Perkins College of Education
- Alumni Association mini-profiles
- Alumni Awards Ceremony
- Nacogdoches County Chamber of Commerce Awards Ceremony
- Nelson Rusche Distinguished Lecture Series with Tony Hawk
- ROTC
- SFA Gardens
- Office of Student Affairs Programs



WEB DEVELOPMENT

Sites launched:

- Campus Recreation Department
- College of Liberal and Applied Arts
- College of Sciences and Mathematics
- Office of Institutional Effectiveness

Web applications for campus tour requests, Showcase Saturday RSVPs and Office of Development crowdfunding efforts were developed as well.

**MORE THAN
\$250,000**

raised in 2019 through web applications built for the Office of Development.

