

2023 ANNUAL REPORT



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

University Marketing
Communications







DIVISION OF UNIVERSITY MARKETING COMMUNICATIONS STAFF

GRAHAM GARNER
CHIEF MARKETING
COMMUNICATIONS OFFICER


MISTY WILBURN
Executive Assistant to the Chief Marketing
Communications Officer | Coordinator
for Advertising and Public Relations





PUBLICATIONS AND DESIGN

ROBIN JOHNSON 
Assistant Director
Sawdust Editor, Art Director

- **MEAGAN RICE** 
Graphic Design Coordinator
- **KAMRYN HOLT** 
Graphic Design Specialist
- **KUBS KUBISCH-MENDOZA** 
Graphic Design Specialist
- **MEAGHAN MORTON** 
Email Marketing Specialist



STRATEGIC COMMUNICATIONS

CHRISTINE BROUSSARD 
Assistant Director
Sawdust Deputy Editor

- **JOHANNA GILMORE**
Editorial Coordinator
- **KERRY WHITSETT** 
Digital Marketing Coordinator
- **ALYSSA FAYKUS** 
Editorial Senior Specialist
- **PARASTOO NIKRAVESH** 
Editorial Senior Specialist
- **NATHAN WICKER** 
Editorial Senior Specialist



VISUAL MEDIA

TREY CARTWRIGHT 
Assistant Director

- **LIZETH GARCIA**
Photographer I
- **RICKY KENNEDY** 
Visual Media Senior
Specialist
- **JAMES MCMAHEN** 
Editorial Senior Specialist

WEB SERVICES

JASON JOHNSTONE 
Director

- **SARAH KOULIAVTSEV** 
Web Coordinator
Sawdust Web Developer
- **DR. ALAN SCOTT**
Web Coordinator
- **TYLER GOAD** 
Web Senior Specialist
- **RONI LIAS**
Web Senior Specialist

TOTAL VALUE FOR THE UNIVERSITY

\$6,430,690.40

ADVERTISING DETAILS

\$98,000 VALUE

CRISIS COMMUNICATIONS

\$125,000 VALUE

EMAIL MARKETING

\$44,880 VALUE

GRAPHIC DESIGN

\$443,406.25 VALUE

The Division of University Marketing Communications proudly presents an overview of our contributions to Stephen F. Austin State University.

The value we offer is twofold: **substantial cost savings** and the **incalculable impact** of a team fully devoted to SFA's success.

Our dedicated team's work across various domains reflects a substantial financial benefit and is represented in the blocks on this page. The amounts are based on rates published by known external vendors, using the

NEW INITIATIVES

\$80,000 VALUE

PHOTOGRAPHY AND VIDEO

\$2,975,638.75 VALUE

SAWDUST ALUMNI MAGAZINE

\$67,980 VALUE

SOCIAL MEDIA

\$156,835.40 VALUE

conservative to mid-range estimations of that work and here represented as the value of cost savings achieved by our in-house efforts.

While these figures are significant, they only begin to encapsulate the true worth of our UMC team. The expertise, creativity, strategic insight and institutional knowledge of our staff contributes something not captured in financial metrics alone. Our team's deep understanding of SFA's ethos, goals and the communities we serve ensures each initiative is not only cost-effective but also culturally resonant and mission-aligned.

STRATEGIC COMMUNICATIONS

\$631,950 VALUE

WEBSITE DEVELOPMENT

\$798,000 VALUE

2022-23 NATIONAL AWARDS AND RECOGNITIONS

AMERICAN ADVERTISING FEDERATION OF EAST TEXAS



SILVER
2022-23 Theatre and Dance Season Brochure
Category: Brochure

COLLEGIATE ADVERTISING AWARDS



GOLD
I Love Nacogdoches Series
Category: Social Media Marketing



SILVER
2022 Lumberjack Orientation Booklet
Category: Handbook



SILVER
2022-23 Theatre and Dance Season Brochure
Category: Brochure: Folded/Panels

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION



BEST OF CASE DISTRICT IV
Fall 2022 Sawdust Magazine Feature "An Anthropologist and an Archivist Study Enslavement Histories"
Category: Writing — Research, Medicine and Science News

EDUCATIONAL ADVERTISING AWARDS



GOLD
International Programs T-shirt Design
Category: Imprinted Materials



GOLD
2022 Lumberjack Orientation Booklet
Category: Online Publications



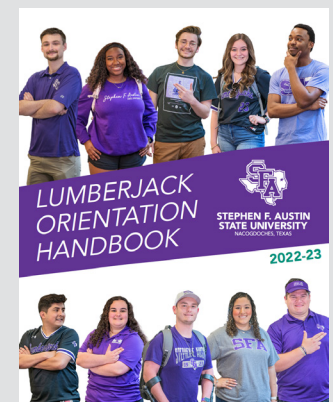
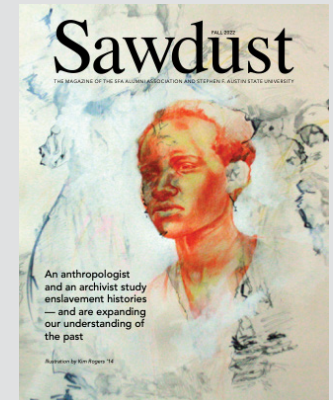
GOLD
I Love Nacogdoches Series
Category: Social Media Content



GOLD
Fall 2022 Sawdust Magazine
Category: Publication/External



MERIT
2022-23 Theatre and Dance Season Brochure
Category: Brochure



NEW INITIATIVES

AMONG THE PINES

\$20,000 Value



Creating a sense of place was key to marketing SFA to our diverse groups of prospective students. Our “Among the Pines” campaign reinforces through reiterative imagery and language the comfort of the pine sanctuary our university calls home.

BRAND ARCHITECTURE

\$10,000 Value

Establishing rules bolsters brand strength, yet brands are also expected to pivot with the times. So, we developed breathable brand architecture that strengthens the brand while allowing for brand playfulness at specific levels.

CENTENNIAL CELEBRATION



Turning a century old is a big deal, which is why UMC completed more than 300 projects related to SFA's four-day Centennial Celebration and birthday bash.

CERTIFIED COMMUNICATOR PROGRAM

All Lumberjacks can be brand ambassadors. That was our thought when we developed the CC Program, which offers 10 brand and marketing modules to equip Lumberjacks with essential marcomm resources and tools.

INTERACTIVE ONLINE CAMPUS MAP



This user-friendly virtual experience modernizes the way visitors, students and employees can explore and navigate our campus. It also works with any smartphone map app for real-time GPS directions.

LUMBERJACK FAMILY CAMPAIGN

\$10,000 Value

Families and guardians hold significant sway in the college selection process, so keeping them informed became a crucial marketing step. This campaign funnels interested family members to a newsletter signup form where they'll receive monthly emails with relevant college information.

NAMING CONVENTIONS

\$5,000 Value



Consistency is the heart of branding, so to build brand trust and reduce confusion — and honor our institution's supporters — we developed standardized rules for how we refer to named entities.

UNIVERSITYWIDE CALENDAR

\$25,000 Value

People have great expectations about how calendars should function, and our new university-wide calendar centralizes and modernizes how departments manage and share their events.

UT SYSTEM BRANDING/TRANSITION

\$10,000 VALUE

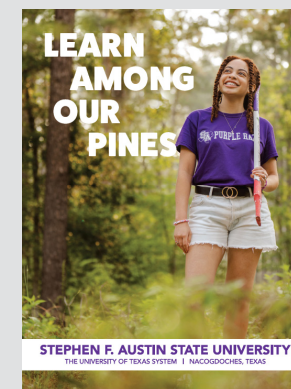
To honor SFA joining The University of Texas System, we made a comprehensive update of SFA's wordmarks to include the UT System mark and ensure our brand remained strong through this new partnership.

VIEWBOOK AND ROAD PIECE

UMC took on the responsibility of producing two of the university's most significant recruitment pieces — the Viewbook and Road Piece. Working closely with admissions, we overhauled the process to streamline and modernize both.



Viewbook



Road Piece

CRISIS COMMUNICATIONS

\$125,000 VALUE FOR THE UNIVERSITY

CYBERSECURITY ATTACK

Working heavily with other SFA departments, UMC's main objective was to provide steady and relevant updates to all Lumberjack audiences through social, email, text and web updates. Transparency was prioritized, and UMC processes had to adapt on a dime as most modes of communication went offline.

CHIEF CADDO

Media monitoring, both news and social, took center stage as two universities grappled with how to handle a fraught cultural symbol.

FORMER BOWLING COACH

Due to a swift and appropriate response by SFA Athletics, UMC's management of the former bowling coach incident required primarily steady monitoring and restrained media response, despite the national attention the story received.

WEATHER

In incidents of weather emergencies, like the extreme flooding experienced in May 2023, UMC prioritizes social and email communications to affected populations — primarily employees and students. Graphics are created and content written with regular updates, and social media is heavily monitored.

FORMER SOCCER COACH

UMC handled media inquiries from multiple local, state and national news outlets as news of complaints against the former coach arose. Athletics is to be commended on their handling of the incident, working collaboratively and openly with UMC to stay on top of the story.

UMC WORK TICKETS

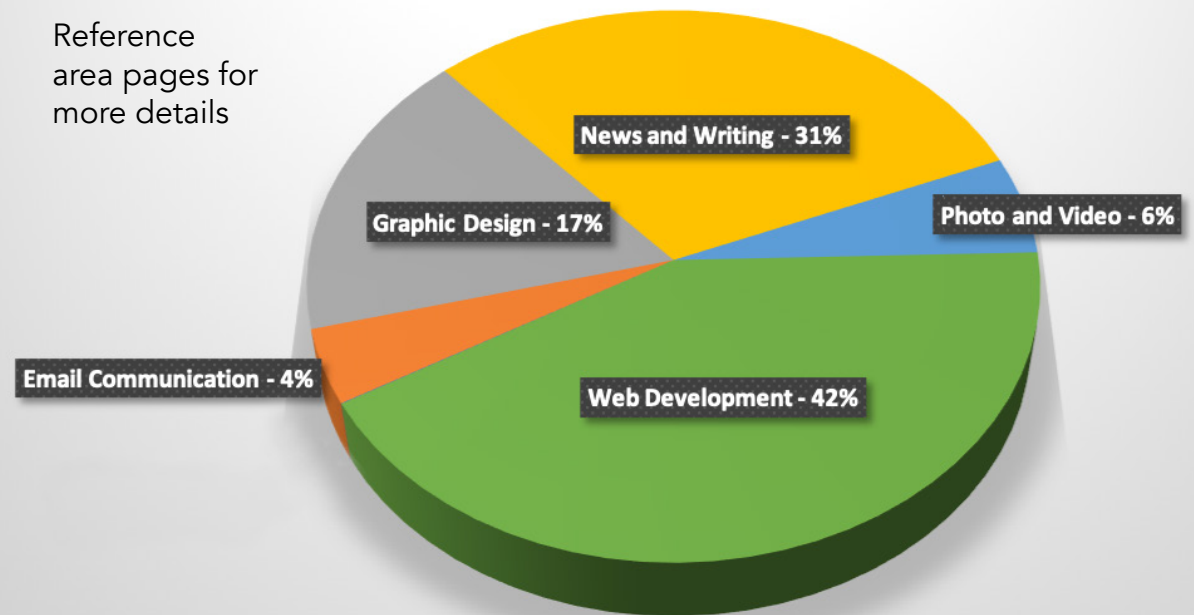
8,051 TICKETS
COMPLETED

8.19 HOURS
AVERAGE COMPLETION TIME

36,221.57 HOURS
TOTAL TIME SPENT ON ALL
COMPLETED TICKETS

Completed UMC Tickets by Project - 2023

Reference
area pages for
more details



DEFINITIONS AND TERMS

WEB TRAFFIC SOURCES DEFINED

Display: Advertising on network sites outside of search engines, typically involves banners or other ad formats made of text, images, flash, video and audio.

Organic Search: Visits coming from search engines based on unpaid, organic rankings.

Paid Search: Traffic from search engines where visits are generated through paid ads.

Social: Traffic from social media platforms, either through organic posts or paid advertisements.

Direct: Visits from users entering the website URL directly into their browser or through bookmarked links.

Referral: Traffic that arrives at the website from another source, such as a link on another website.

Other: This category can include traffic not categorized by the above terms, potentially including email marketing or undefined sources.

DIGITAL ADVERTISING TERMS

CTR (Click-Through Rate): The percentage of viewers who click on an ad after seeing it, indicating the ad's effectiveness in prompting immediate action.

CPA (Cost Per Acquisition): The average cost to acquire a conversion, such as a sale or lead, which helps in evaluating the financial efficiency of advertising efforts.

Impressions: The total count of times an advertisement is displayed, regardless of clicks or engagement, indicating the reach of the campaign.

Conversions: Actions taken by users in response to an ad that align with campaign goals, such as filling out a form or applying to a program.

Display Ads: Visual advertisements that appear on network websites outside of search engines, often including images, video or interactive content.

Social Media Ads: Advertisements placed on social media platforms, tailored to the interests and behaviors of targeted user demographics.

Retargeting: A technique that targets users who have previously interacted with a brand or website, encouraging them to complete a conversion.

ADVERTISING DETAILS

**\$78,800 VALUE
FOR THE UNIVERSITY**

PRIORITY ACADEMIC PROGRAMS AS PROPOSED BY THE PROVOST'S OFFICE

- Accounting
- Agriculture
- Aviation*
- Computer Science
- Construction Management
- Electrical Engineering*
- Forestry
- Mechanical Engineering*
- Nursing*
- Social Work

*Areas UMC was able to focus on in digital advertising due to current budget.

ADVERTISING IMPRESSIONS, VIEWS AND REACH

TEXAS MONTHLY COLLEGE GUIDE

- 30,000 guides printed and distributed to high school counselors for free

BILLBOARDS

- Tyler: 2,072,651 impressions (Ran Oct. 10, 2023 through Feb. 18, 2024)
- Nacogdoches: 15,171,936 impressions per year

TEXAS MONTHLY MAGAZINE ▼

- 6 ads per calendar year
- 7.43 million impressions total
- 2+ million Texans reached per issue

NACOGDOCHES COUNTY CHAMBER DIRECTORY AND MAP

- 10,000 maps and 5,000 directories printed
- These could be utilized by more than one user and are also available online.
- Digital access: 206,201 web views with 30,985 unique users
- Downloads: 4,613 directories; 3,884 maps

THE WOODLANDS MALL KIOSK ▼

- 1.5 million views per month on a year flight

LEARN AMONG THE PINES

TEACHING IS THE SEED WE STARTED WITH A CENTURY AGO



Education has changed dramatically since we opened our doors in 1923 as Stephen F. Austin State Teachers College. We started with just 270 eager SFA teacher candidates learning in a shared building at the local high school.

Today, nestled in the East Texas pines, the university's James I. Perkins College of Education offers dozens of degree programs across a spectrum of disciplines. And through our bachelor's, master's and doctoral degree programs, we continue the tradition of encouraging inquisitive discovery promised in our founding charter.

We know the power of learning by experience, so our teacher candidates learn immersively by working in our award-winning Early Childhood Laboratory and Charter School.

Be the best teacher by learning from the best teaching institution.

Learn more at sfasu.edu/education



**STEPHEN F. AUSTIN
STATE UNIVERSITY**
NACOGDOCHES, TEXAS



BILLBOARD DETAILS

TYLER LOCATIONS

- U.S. 69 S 0.3 miles S/O Heritage Dr.
- Loop 323 W 200' S/O Townpark Dr. F/N
- Loop 323 W/S 0.25 miles W/O Hwy 155 F/S
- Loop 323 E/S 300' S/O Spur 248
- Loop 323 W/S 0.1 miles N/O Spur 124
- Front St. 500' W/O Beckham Ave.

BILLBOARD RUN DATES

- 10/02/23-02/18/24
- 19 weeks

BILLBOARD CONTENT

- Accounting
- Computer Science
- Forestry
- Social Work
- General SFA

MARKET IMPACT

- 47 new inquiry or applicant records since October for the four academic programs featured
- 975 new inquiry or applicant records since October for all academic programs/terms in the Tyler area



ALLEN HIGH SCHOOL FOUNDING PARTNER SPONSOR

\$75,000 TOTAL PACKAGE

May 1, 2022 to April 30, 2025

ADVERTISING AREAS

1. Eagle stadium
 - 280,000+ consumer reach per year
 - Home to Allen High School's football and soccer teams, graduation ceremony, area band competitions, high school playoff games, and the Tom Landry Classic
2. Gymnasium
 - Home to volleyball and basketball games, pep rallies, and wrestling matches

ADVERTISING PACKAGE

1. Permanent signage on the stadium's high-definition scoreboard and concourse level
2. Two sideline signs at each AHS varsity football game, including playoffs
3. Half-page ad in the Allen Eagle football program
4. One scoreboard 30-second video spot during game and one scoreboard video spot in pre- or post-game at all AHS varsity football and playoff games
5. Ability to have a promotional presence onsite at any or all AHS varsity football games, near the student section
6. One public announcement at each AHS varsity football game, including playoffs
7. One "feature" at each AHS varsity football game
8. Permanent signage in the AHS gymnasium for basketball and volleyball games, pep rallies and wrestling
9. Tom Landry Classic program ad worth \$10,000 for free
10. Four tickets to every game and a VIP suite game invite
11. Rivalry Denton Gyer or Prosper game

LOVE ADVERTISING PARTNERSHIP

\$20,000 VALUE FOR THE UNIVERSITY

PARTNERSHIP OVERVIEW

In 2021, SFA embarked on a strategic partnership with Love Advertising, focusing on enhancing digital advertising to attract prospective students and their support networks. With an annual budget of \$250,000, the initiative aimed to leverage various digital platforms to maximize visibility, engagement and conversions. Through innovative approaches and meticulous execution, SFA continues to enhance its presence and appeal to prospective students and their networks.

PARTNERSHIP DETAILS:

Start Date: Sept. 10, 2021
Contract Length: Five years
Annual Renewals: The contract renews every year on the anniversary of the start date.
End Date: Assuming uninterrupted renewals, the contract will end on Sept. 9, 2026.

PRIMARY CPA PERFORMANCE (2022 VS. 2023)

Primary CPA refers to the cost associated with direct actions leading to application submissions through various channels, including ad clicks to ApplyTexas and Common App sites as well as phone calls.

- **Display Advertising:** Decreased from \$61.05 to \$59.92, marking a 2% improvement.
- **Social Media Advertising:** Experienced a significant reduction from \$804 to \$731.82, a 9% improvement.
- **Search Advertising:** Saw a minor decrease in CPA from \$34.99 to \$34.39, a 2% improvement.
- **Overall:** Despite improvements in specific channels, the aggregate CPA across all primary channels rose by 5%, from \$60.92 to \$63.95. Despite channel-specific efficiencies, broader market dynamics, including increased competition and audience saturation, contributed to a higher cost in 2023 compared to 2022 for acquiring applications, rather than indicating poor campaign performance or management.

SECONDARY CPA PERFORMANCE (2022 VS. 2023)

Secondary CPA tracks the cost associated with preliminary expressions of interest that may not immediately result in an application but indicate potential future actions, including use of the website's "Contact Us" and "Request Information" features.

- **Display Advertising:** Decreased from \$30.70 to \$28.64, a 7% improvement. Half of all secondary actions are attributed to display.
- **Social Media Advertising:** Soft leads nearly tripled year over year, leading to a notable improvement of 65% (\$218.56 vs. \$75.89). The volume of tracked secondary conversions was 1.4 times higher in 2023.
- **Search Advertising:** Continued to target "hand raisers" actively searching relevant keywords. Saw 26% improvement, comparing \$88.40 and \$65.30.
- **Overall:** Secondary conversions, representing valuable actions that indicate a user's intent or interest once visiting the SFA website, saw a 40% increase in volume. Performance across all three channels improved by an average of 29% year over year, from \$69.48 to \$49.56.

Note: The campaign was launched in March 2022, and secondary conversions began tracking in May following initial discussions about the value of these soft leads.

COMBINED CPA PERFORMANCE (2022 VS. 2023)

- **Display Advertising:** Improved from \$20.43 to \$19.38, a 5% reduction in cost per action.
- **Social Media Advertising:** Showed a dramatic improvement, with CPA reducing 60% from \$172 to \$68.76.
- **Search Advertising:** Saw a reduction from \$25.07 to \$22.53, marking a 10% improvement.
- **Overall:** The combined CPA across all channels exhibited a significant decrease of 14%, from \$32.46 to \$27.92.

KEY EFFORTS AND ACHIEVEMENTS

- **Budget Management:** Utilized a \$250,000 budget effectively, dedicating \$222,517 to the base campaign and additional funds for short-term campaigns.
- **Impressive Reach:** Achieved over 30 million impressions, driving significant visibility across digital platforms.
- **Conversions:** Secured 7,000 conversions attributed to paid media, indicating strong campaign performance in encouraging desired actions.
- **Short-term Campaigns:** Executed five short-term campaigns, strategically addressing various objectives throughout the year.
- **CPA Trends:** Notable improvements in Cost Per Acquisition with reductions in key areas such as display and social, reflecting efficient spending and targeting.
- **Website Traffic:** Increased website sessions to 144,000, marking a 14% increase from the previous year, thus enhancing online engagement.
- **Call Tracking:** Generated 868 calls totaling over 80 hours, highlighting successful engagement through the digital campaign.

SHORT-TERM CAMPAIGNS

- **Spring Showcase:** Jan. 1 to Feb. 24 — Aimed to kickstart the enrollment period with vibrant, engaging content.
- **Purple Promise:** April 28 to May 31 — Focused on financial aid and scholarship opportunities to attract prospective students.
- **Summer Showcase:** May 22 to June 11 — Targeted at students considering summer enrollment or early preparation for fall.
- **UT System:** Sept. 4 to Oct. 29 — Promoted SFA's affiliation with the UT System to leverage brand strength and attract more students.
- **Fall Showcase:** Oct. 13 to Nov. 10 — Aimed to capture the attention of students finalizing their college decisions for the next academic year.

Strategy: Utilized a mix of search, display, social media and retargeting to engage with prospective students and their support networks continually.

Outcomes: Delivered over 30 million impressions, leading to 7,000 conversions and significant increases in website traffic and engagement.

SOCIAL MEDIA VIDEO CAMPAIGN FOR COLLEGES

The "Social Video CTR" performance section of the report, Page 14, provides insights into the effectiveness of video content used in social media advertising campaigns on Facebook and Instagram. **Industry CTR Benchmark: 0.73%**

Colleges are listed in rank order.



NELSON RUSCHE COLLEGE OF BUSINESS

Monthly CTR Range: 0.90% to 5.27%

Average CTR: Approximately 2.76%



COLLEGE OF LIBERAL AND APPLIED ARTS

Monthly CTR Range: 1.17% to 2.02%

Average CTR: Approximately 1.52%



MICKY ELLIOTT COLLEGE OF FINE ARTS

Monthly CTR Range: 0.36% to 1.80%

Average CTR: Approximately 0.73%



COLLEGE OF SCIENCES AND MATHEMATICS

Monthly CTR Range: 0.36% to 1.07%

Average CTR: Approximately 0.62%



JAMES I. PERKINS COLLEGE OF EDUCATION

Monthly CTR Range: 0.19% to 1.19%

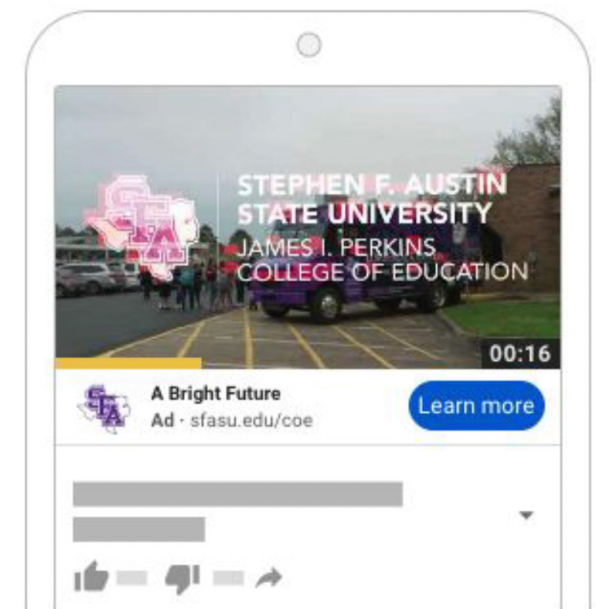
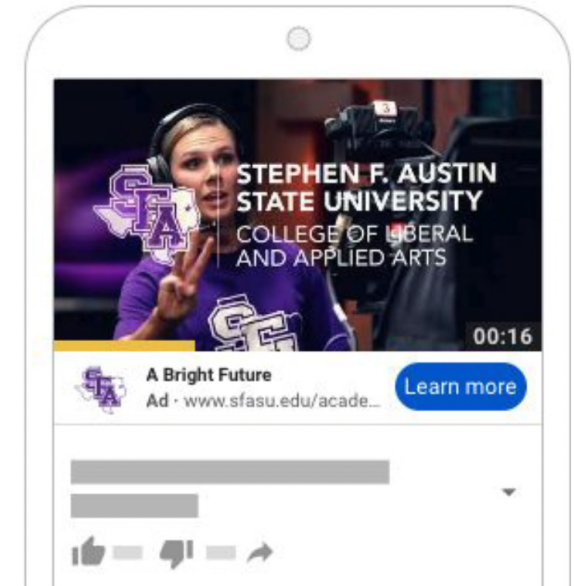
Average CTR: Approximately 0.60%



ARTHUR TEMPLE COLLEGE OF FORESTRY AND AGRICULTURE

Monthly CTR Range: 0.16% to 1.24%

Average CTR: Approximately 0.54%



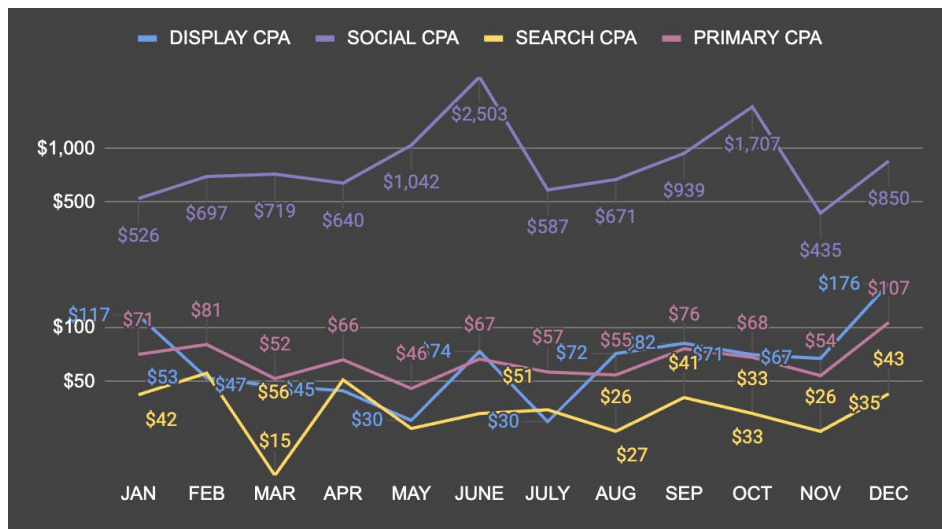
LOVE ADVERTISING ANNUAL RECAP

BASE CAMPAIGN BUDGET: **\$222,517** / OVER **30 MILLION IMPRESSIONS** DELIVERED / **7,000 CONVERSIONS** ATTRIBUTED TO PAID MEDIA

OVERALL COST PER ACQUISITION

1% increase in total combined conversion volume year-over-year

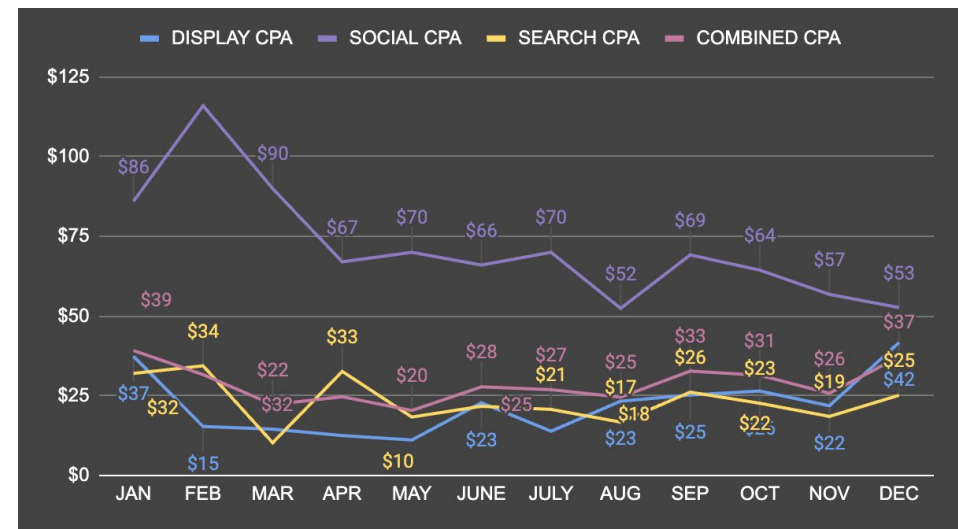
OVERALL PRIMARY CPA



2022 vs 2023

| | | | |
|----------------|----------------|----------------|------------|
| Display | \$61.05 | \$59.92 | -2% |
| Social | \$804 | \$731.82 | -9% |
| Search | \$34.99 | \$34.39 | -2% |
| Overall | \$60.92 | \$63.95 | +5% |

OVERALL COMBINED CPA

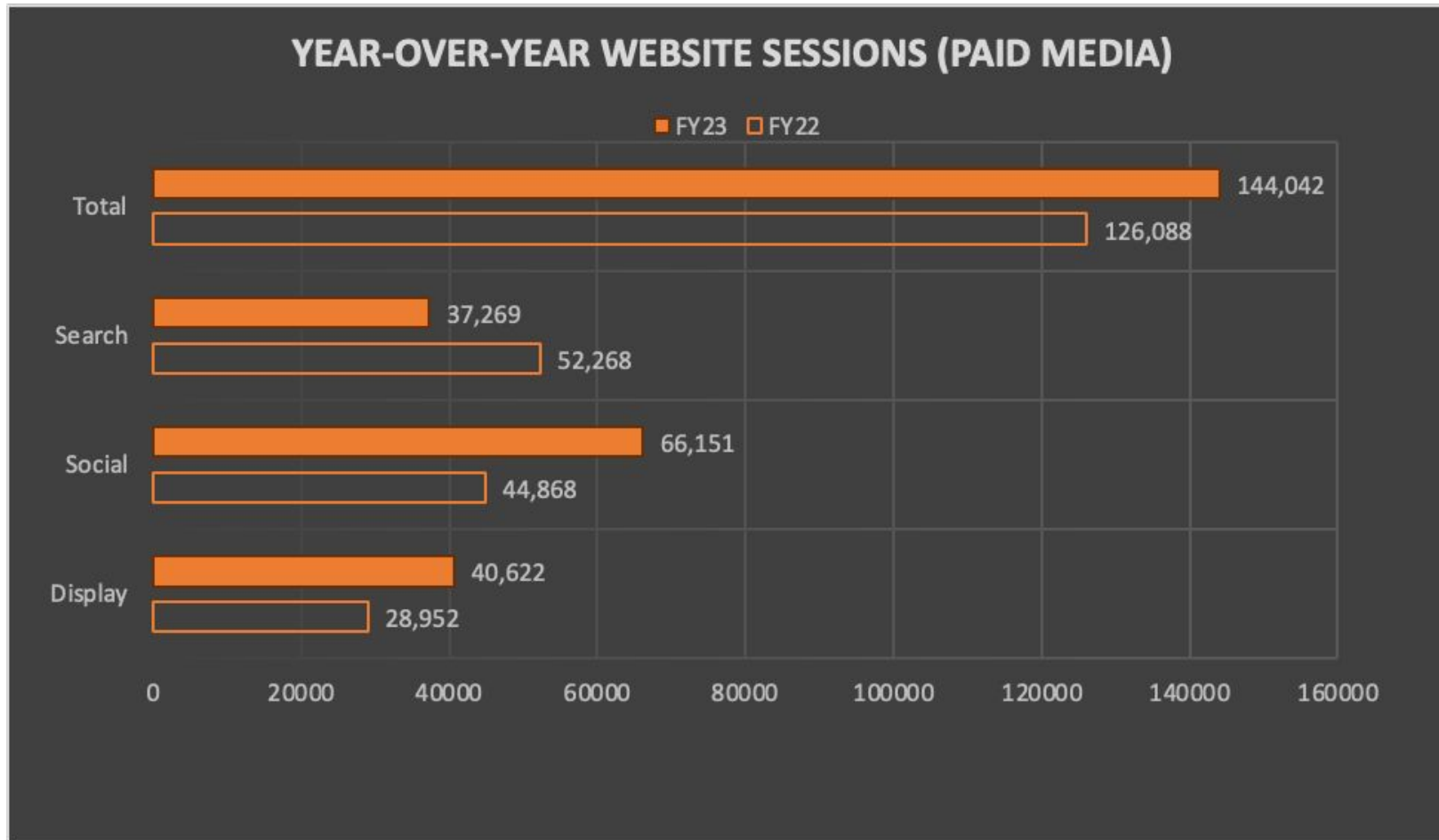


2022 vs 2023

| | | | |
|----------------|----------------|----------------|-------------|
| Display | \$20.43 | \$19.38 | -5% |
| Social | \$172 | \$68.76 | -60% |
| Search | \$25.07 | \$22.53 | -10% |
| Overall | \$32.46 | \$27.92 | -14% |

WEBSITE VISITS ATTRIBUTED TO PAID MEDIA

144,042 website sessions were attributed to the digital campaign, an uptick of 14% compared to 2022



SOCIAL VIDEO CLICK-THROUGH RATE

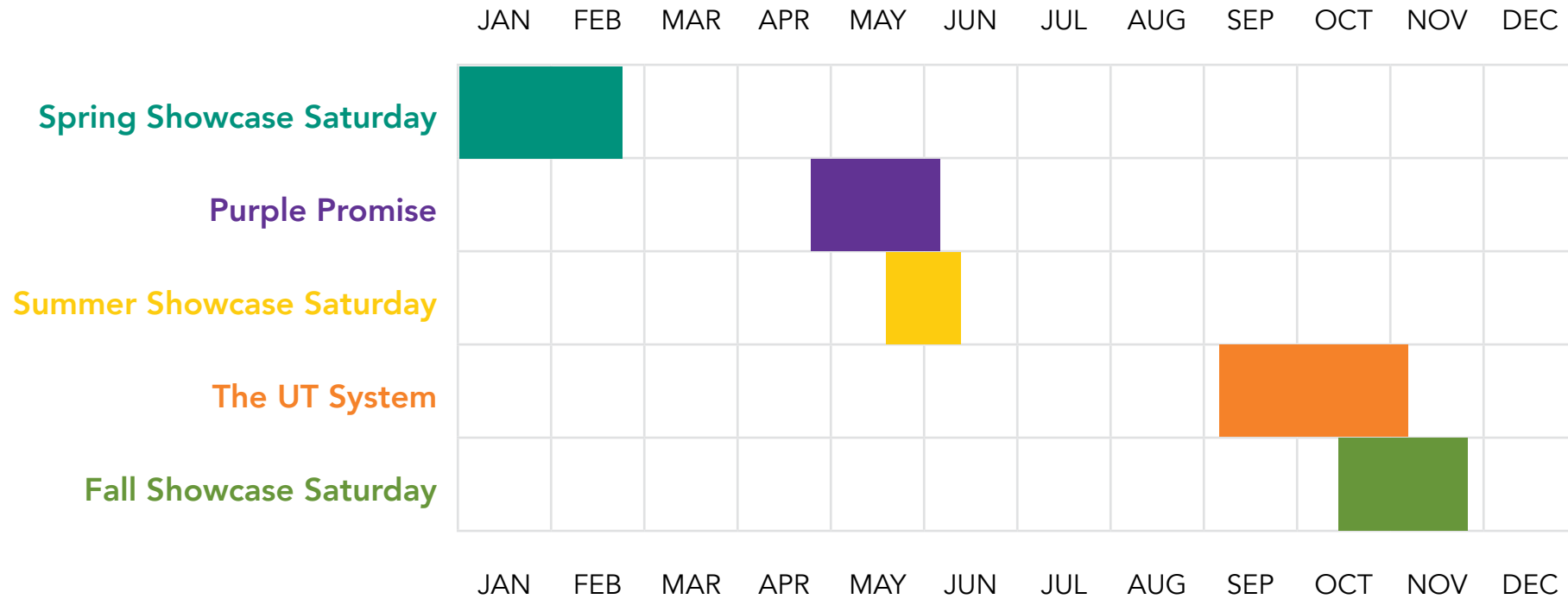
College Videos went live Feb. 17, 2023 / Social Benchmark CTR: 0.73%

| | College of Liberal and Applied Arts | James I. Perkins College of Education | Arthur Temple College of Forestry and Agriculture | Nelson Rusche College of Business | Micky Elliott College of Fine Arts | College of Sciences and Mathematics |
|-----------|-------------------------------------|---------------------------------------|---|-----------------------------------|------------------------------------|-------------------------------------|
| February | 1.67% | 0.60% | 1.01% | 1.35% | 0.71% | 0.91% |
| March | 1.17% | 0.89% | 0.75% | 2.05% | 0.77% | 0.80% |
| April | 1.17% | 0.87% | 0.64% | 0.90% | 0.75% | 0.54% |
| May | 1.17% | 0.87% | 0.54% | 0.97% | 0.51% | 0.36% |
| June | 1.24% | 0.48% | 0.36% | 0.69% | 0.43% | 0.38% |
| July | 1.66% | 0.33% | 0.49% | 0.96% | 0.28% | 0.47% |
| August | 1.57% | 0.19% | 0.50% | 1.16% | 0.16% | 0.39% |
| September | 1.40% | 0.31% | 0.57% | 2.42% | 0.34% | 0.41% |
| October | 2.02% | 0.99% | 0.42% | 3.16% | 0.68% | 0.64% |
| November | 1.41% | 0.59% | 1.10% | 4.82% | 1.24% | 0.87% |
| December | 1.37% | 1.19% | 1.80% | 5.27% | 0.30% | 1.07% |

This chart illustrates the monthly click-through rate (CTR) percentages for each college's social media video ad over the course of the year. Utilizing a green-to-red graduated color code, the intensity of the colors reflects the CTR range for that month — darker shades of green denote the highest CTRs and darker shades of red indicate lower performance.

SHORT-TERM CAMPAIGN OVERVIEW

\$27,483 allocated budget / \$2,483 additional dollars from the June pause credits



SPRING SHOWCASE SATURDAY

Targeted to promote a key recruitment event which brings prospective students and their families to visit campus and get to know people and programs.

PURPLE PROMISE

Raises awareness of SFA's financial aid program supporting students from families with an adjusted gross income of up to \$80,000 and applies to tuition and mandatory fees not covered by other aid for eligible Texas residents who are incoming first-time, first-year students.

SUMMER SHOWCASE SATURDAY

Targeted to promote a key recruitment event which brings prospective students and their families to visit campus and get to know people and programs.

UT SYSTEM AWARENESS

Designed to enhance broad awareness and understanding of SFA's new affiliation with The University of Texas System.

FALL SHOWCASE SATURDAY

Targeted to promote a key recruitment event which brings prospective students and their families to visit campus and get to know people and programs.

SPRING SHOWCASE SATURDAY: Jan. 9 to Feb. 24

721,956 impressions / 0.13% CTR / 3,538 website sessions / 430 outbound clicks

sfasu.edu/visit#showcase



FEB 25

SHOWCASE SATURDAY
at Stephen F. Austin State University

Register now!

SFASU.EDU/SHOWCASE

Attend Showcase Saturday! Sign up

Get a Glimpse of SFA Life

SOCIAL

Impressions: 400,322
CTR: 0.48%
CPC: \$1.32
Site Sessions: 1,763

Ad · www.sfasu.edu/

Attend SFA's Open House | February 25 | Register Online Today

Join Us In An Experience That Showcases Our Beautiful Campus, Academics, & Residence Halls. Learn More About SFA's Showcase Saturday!

Call (936) 221-5268

SEARCH

Impressions: 6,503
CTR: 8.77%
CPC: \$4.58
Site Sessions: 381

| Industry Benchmarks: | CTR | CPC |
|----------------------|-------|--------|
| Social | 0.73% | \$1.57 |
| Search | 6.41% | \$4.10 |
| Display | 0.10% | |

FEB 25

SHOWCASE SATURDAY

Spend part of your day visiting the Stephen F. Austin State University campus!



DISPLAY

Impressions: 315,131
CTR: 0.10%
Site Sessions: 1,394

SHORT-TERM CAMPAIGN

PURPLE PROMISE: April 26 to May 31

1,001,613 impressions / 0.30% CTR / 6,212 website sessions

sfasu.edu/admissions-and-aid/financial-aid/types-of-aid/grants/purple-promise

SOCIAL
 Impressions: 241,735
 CTR: 0.82%
 CPC: \$1.26
 Spend: \$2,500

DISPLAY
 Impressions: 759,878
 CTR: 0.13%
 Spend: \$2,500

WEB TRAFFIC TO TARGET URL

| Channel | Site Sessions | % of Total |
|----------------|---------------|-------------|
| Display | 1,368 | 22.02% |
| Organic Search | 873 | 14.05% |
| Paid Search | 8 | 0.13% |
| Social | 2,023 | 32.57% |
| Direct | 1704 | 27.43% |
| Referral | 231 | 3.72% |
| Other | 5 | 0.08% |
| Total | 6,212 | 100% |

Industry Benchmarks:

| | CTR | CPC |
|---------|-------|--------|
| Social | 0.73% | \$1.57 |
| Display | 0.10% | |

SUMMER SHOWCASE SATURDAY: May 22 to June 13

304,508 impressions / 0.50% CTR / 2,385 website sessions / 326 outbound clicks

sfasu.edu/visit#showcase



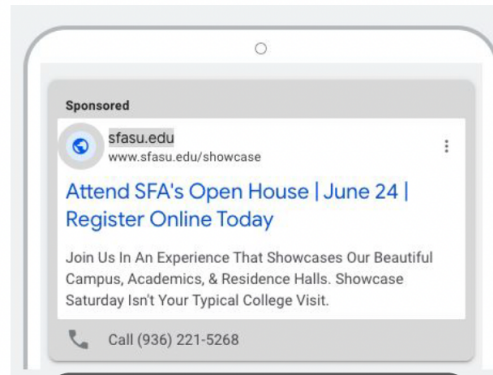
SOCIAL

Impressions: 258,299
CTR: 0.51%
CPC: \$1.24



DISPLAY

Impressions: 44,556
CTR: 0.26%



SEARCH

Impressions: 1,653
CTR: 5.63%

WEB TRAFFIC TO TARGET URL

| Channel | Site Sessions | % of Total |
|----------------|---------------|-------------|
| Display | 293 | 12.29% |
| Organic Search | 439 | 18.41% |
| Paid Search | 167 | 7.00% |
| Social | 1,215 | 50.94% |
| Direct | 204 | 8.55% |
| Referral | 65 | 2.73% |
| Other | 2 | 0.08% |
| Total | 2,385 | 100% |

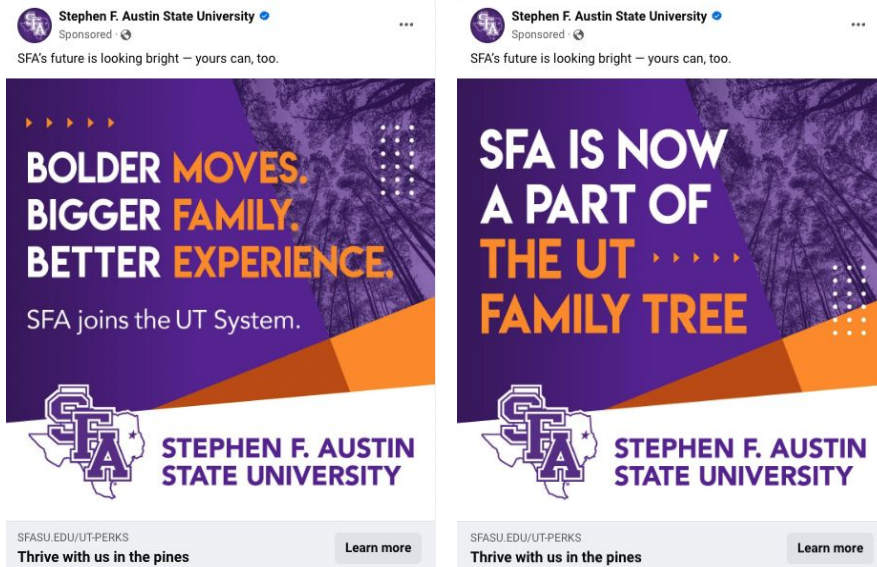
Industry Benchmarks:

| | CTR | CPC |
|---------|-------|--------|
| Social | 0.73% | \$1.57 |
| Search | 6.41% | \$4.10 |
| Display | 0.10% | |

UT SYSTEM AWARENESS: Sept. 6 to Oct. 31

2,683,660 impressions / 0.09% CTR / 2,632 website sessions sfasu.edu/ut-perks

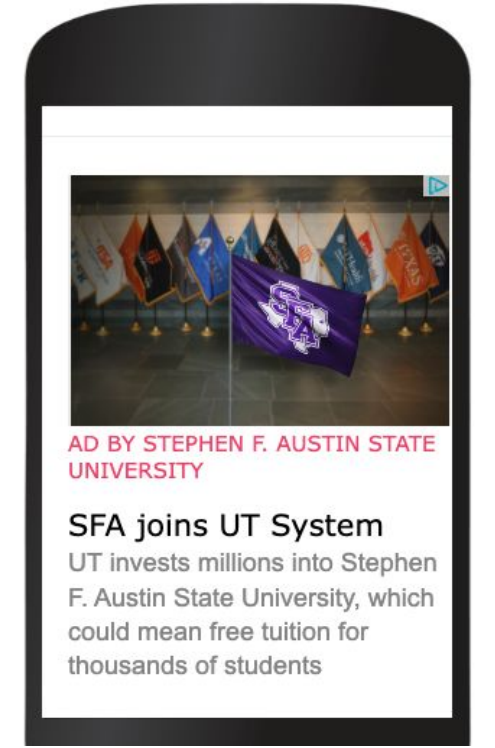
Goal of the campaign was awareness and impressions delivered was the KPI



SOCIAL
 Family Tree: 972,242 Impressions | 0.09% CTR
 Bolder: 821,863 Impressions | 0.08% CTR



DISPLAY
 Family Tree: 384,030 Impressions | 0.11% CTR
 Bolder 286,965 Impressions | 0.09% CTR



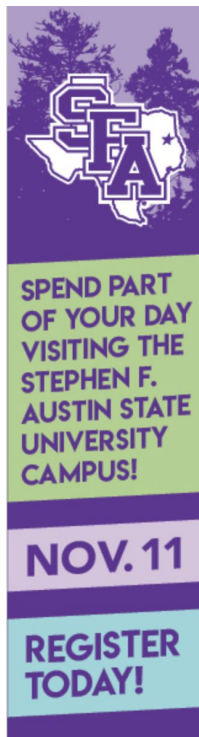
NATIVE
 218,560 Impressions
 0.07% CTR

Industry Benchmarks:

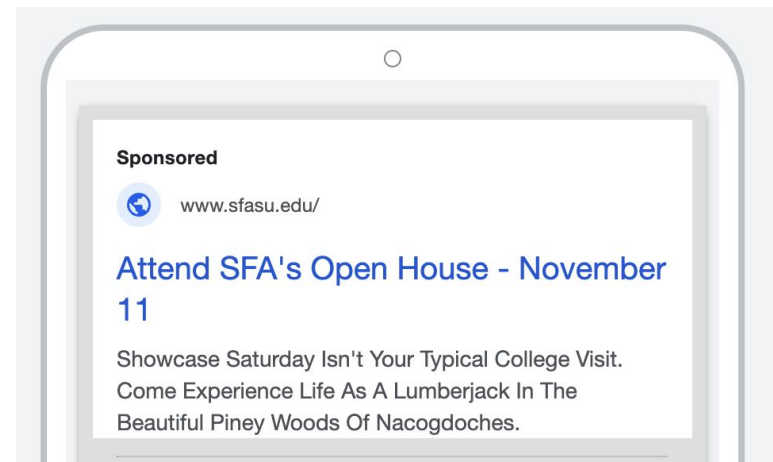
| | CTR | CPC |
|---------|-------|--------|
| Social | 0.73% | \$1.57 |
| Search | 6.41% | \$4.10 |
| Display | 0.10% | |

FALL SHOWCASE SATURDAY: Oct. 13 to Nov. 10

1,181,480 impressions / 0.39% CTA / 7,969 website sessions / 389 outbound clicks to website
sfasu.edu/visit#showcase



| Industry Benchmarks: | CTR | CPC |
|----------------------|-------|--------|
| Social | 0.73% | \$1.57 |
| Search | 6.41% | \$4.10 |
| Display | 0.10% | |



DISPLAY
 Impressions: 632,827
 CTR: 0.05%

SOCIAL
 Impressions: 547,765
 CTR: 0.75% | CPC: \$0.93

SEARCH
 Impressions: 888
 CTR: 17.9% | CPC: \$2.29

PARENT AND GUARDIAN CTR

Speaks to students' support networks, including parents and other family members, who play a vital role in influencing and guiding prospective students' college search.

7,761,687 million impressions

0.33% CTA

7,922 website sessions

sfasu.edu/lumberjackfamily

- Stopped "Community" creative in August due to low numbers
- New ads rotated in Oct. 23, 2023

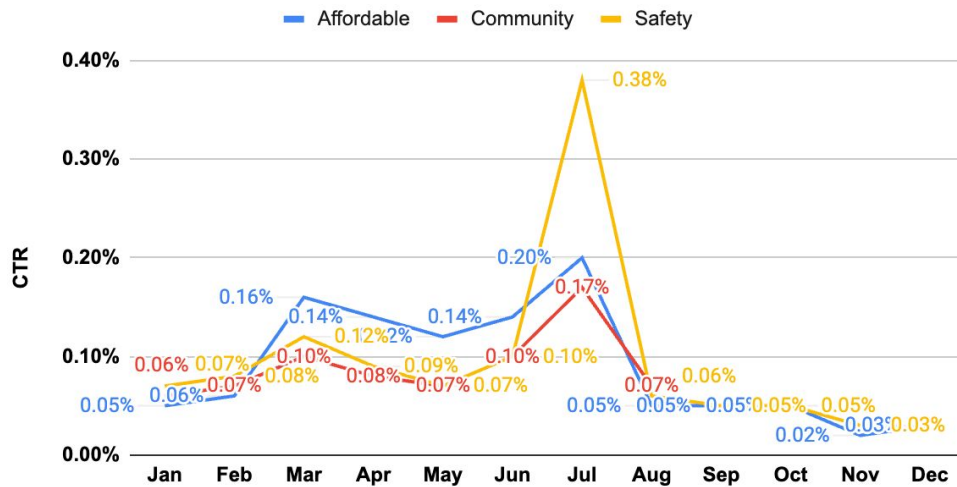
Affordable



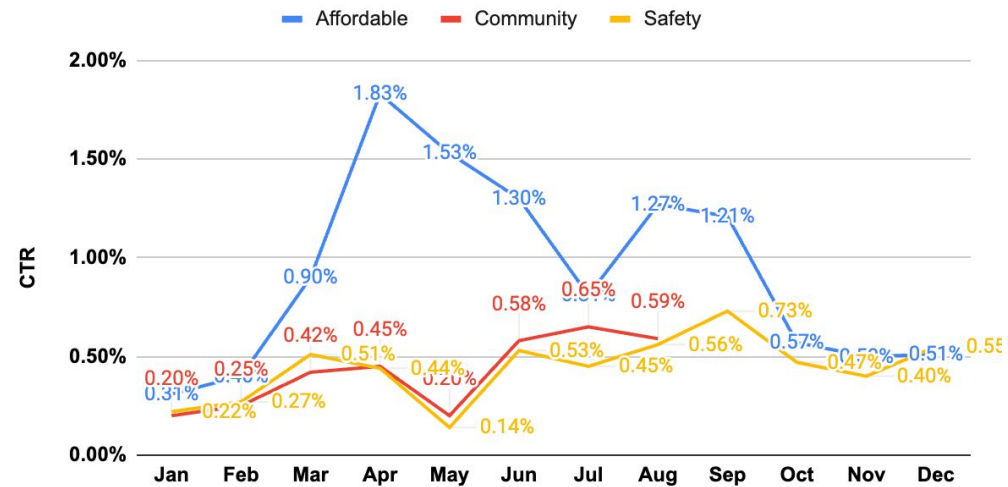
Safety



DISPLAY CLICK-THROUGH RATE



SOCIAL CLICK-THROUGH RATE



Industry Benchmarks:

| | |
|---------|-------|
| Social | 0.73% |
| Display | 0.10% |

CAMPUS LIFE CTR

Brand awareness campaign, featuring some elements of student life at SFA, such as housing and extracurricular activities.

6,178,219 million impressions

0.22% CTA

53,351 website sessions

sfasu.edu/coe

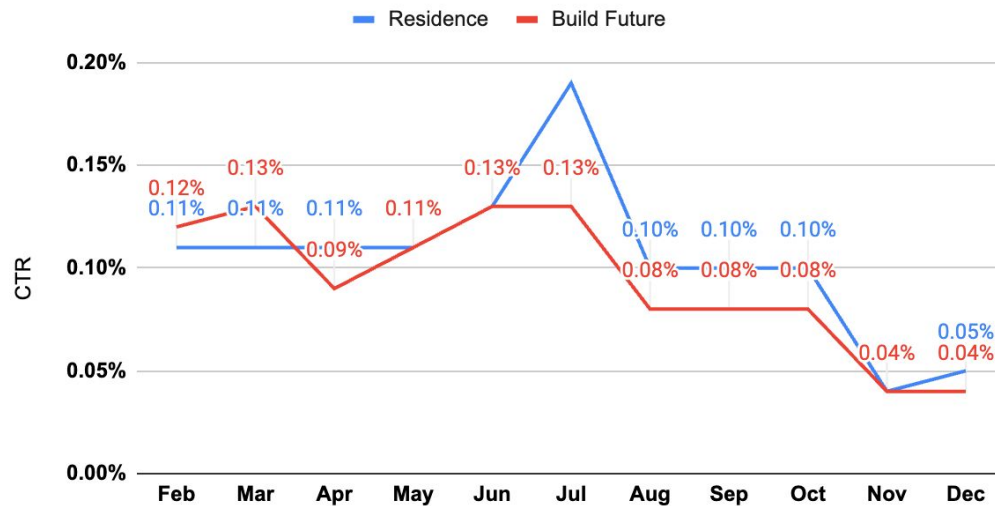
sfasu.edu/life-at-sfa/housing-dining/housing

sfasu.edu/coe

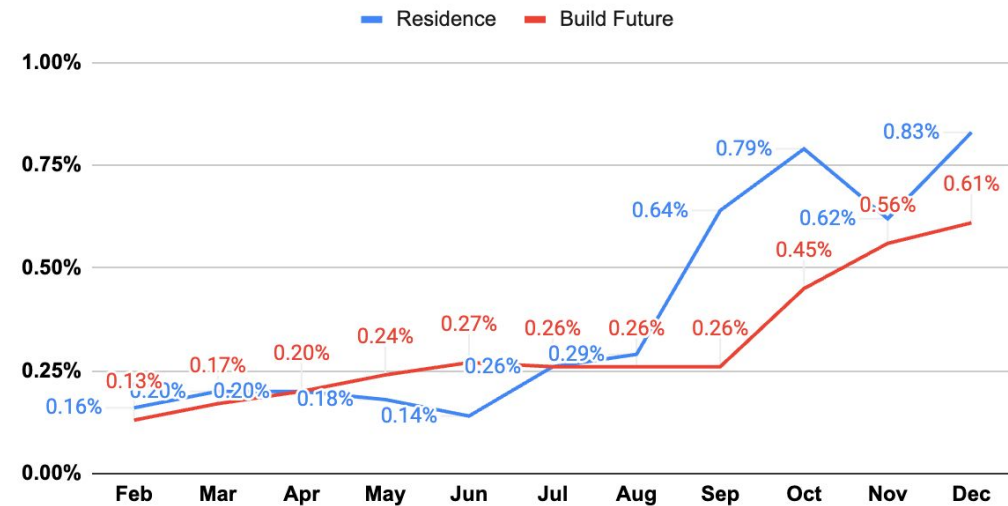
sfasu.edu/life-at-sfa/housing-dining/housing



DISPLAY CLICK-THROUGH RATE



SOCIAL CLICK-THROUGH RATE



Industry Benchmarks:

Social
Display

CTR

0.73%
0.10%

TRANSFER STUDENTS CTR

Aimed at students who are potential candidates to consider transferring to SFA.

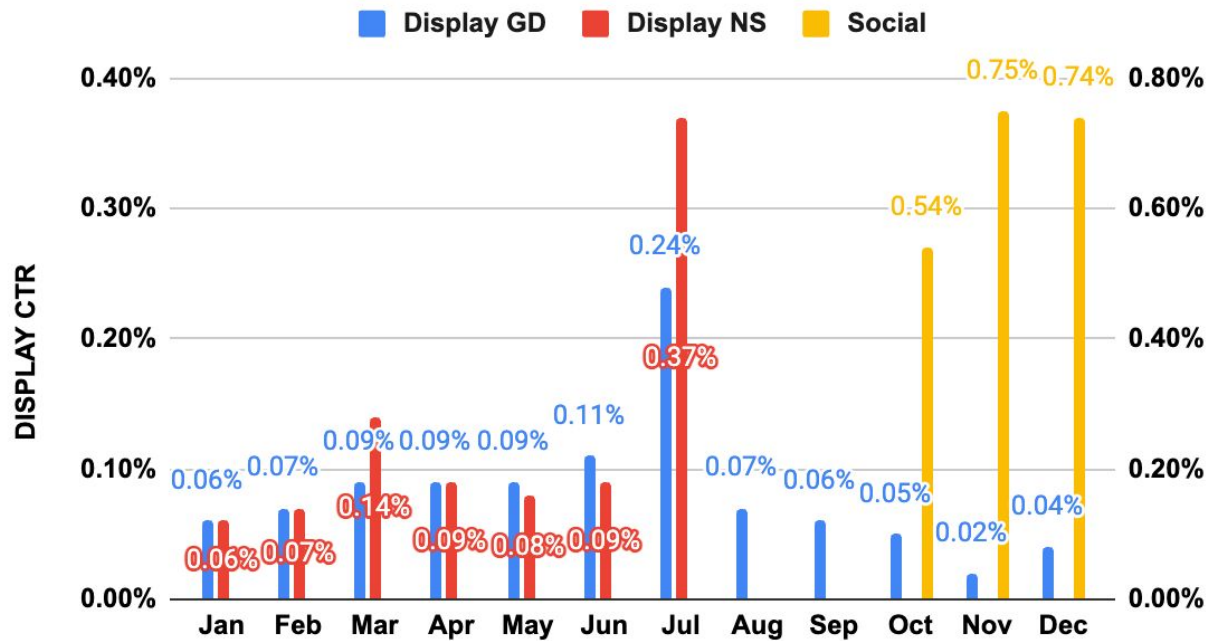
3,812,825 million impressions

0.08% CTA

10,532 website sessions

<https://www.sfasu.edu/transfer>

DISPLAY AND CREATIVE CLICK-THROUGH RATE



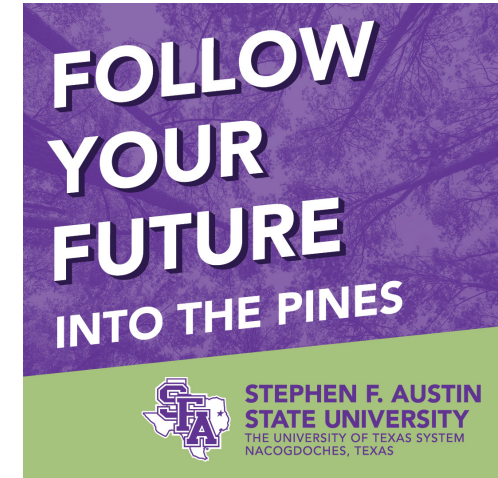
Industry Benchmarks:

Social
Display

CTR

0.73%
0.10%

New



Old



ENGINEERING CTR

Specific to these fields of study, seeks to connect with prospective students who fit a profile of interest for these priority academic programs.

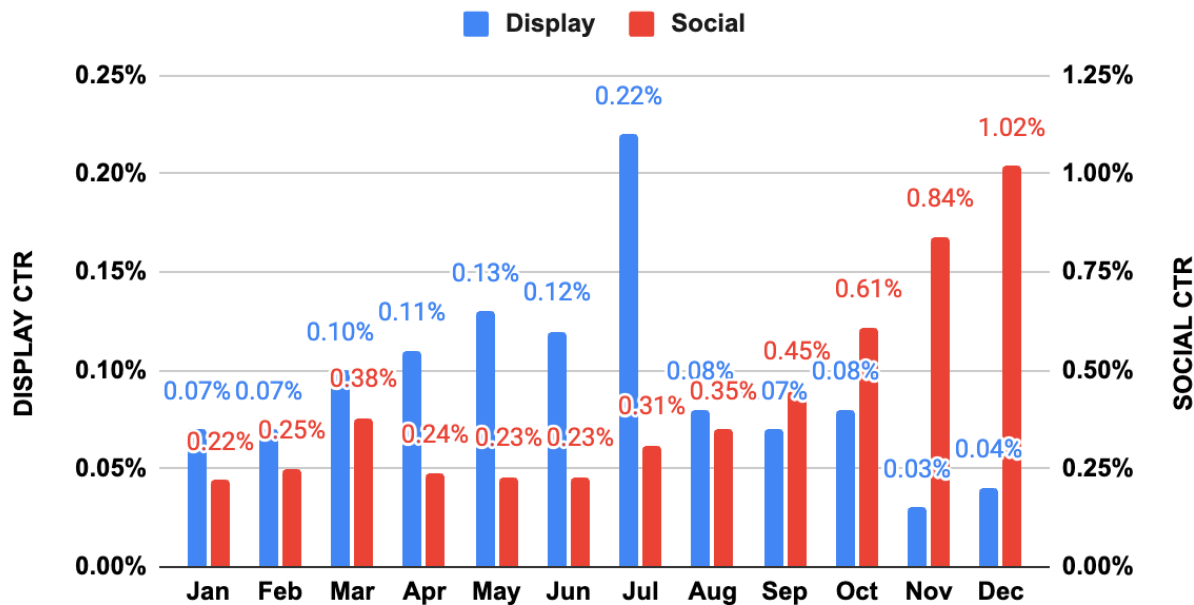
4,027,620 impressions

0.33% CTR

21,336 website sessions

sfasu.edu/academics/colleges/sciences-math/physics-engineering-astronomy

DISPLAY AND SOCIAL CLICK-THROUGH RATE



Industry Benchmarks: CTR
 Social 0.73%
 Display 0.10%

Start Engineering your future.

Electrical and Mechanical




STEPHEN F. AUSTIN STATE UNIVERSITY
 NACOGDOCHES, TEXAS

NURSING (BSN) CTR

Specific to these fields of study, seeks to connect with prospective students who fit a profile of interest for these priority academic programs.

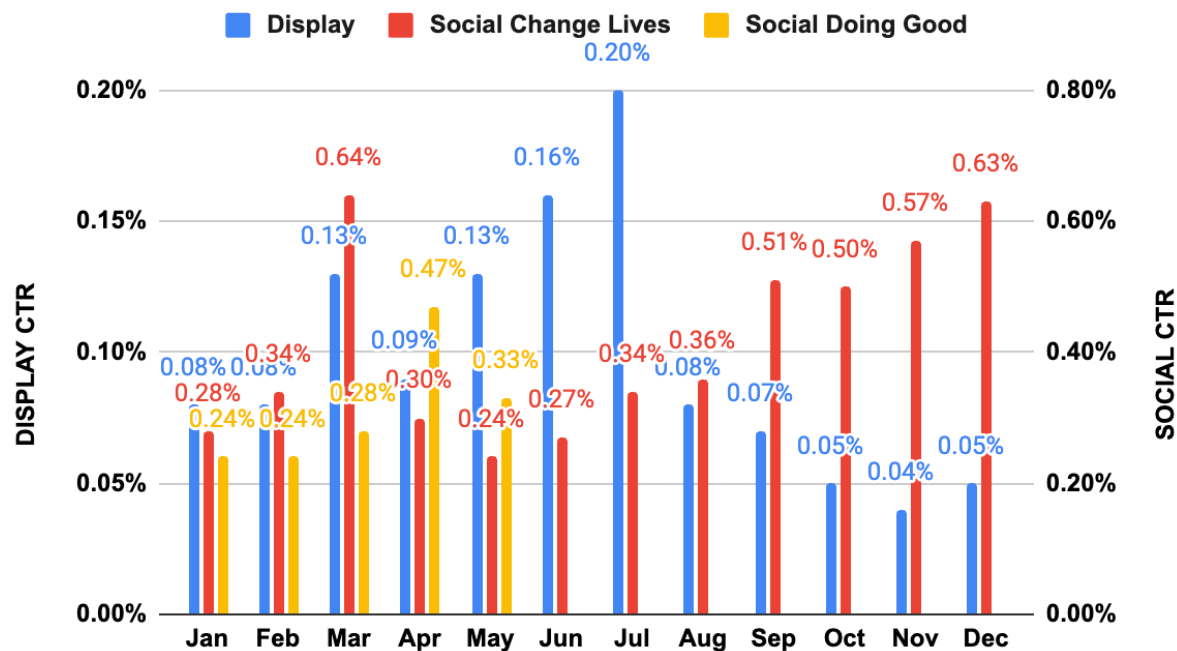
3,701,183 impressions

0.38% CTR

44,359 website sessions

sfasu.edu/academics/colleges/sciences-math/nursing

DISPLAY AND SOCIAL CLICK-THROUGH RATE



Industry Benchmarks: CTR
 Social 0.73%
 Display 0.10%

Never question whether you're making a difference.

Be a nurse.



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

NACOGDOCHES, TEXAS



GRAPHIC DESIGN PROJECTS

\$443,406.25 VALUE FOR THE UNIVERSITY

ANNUAL TRADEMARK LICENSING REPORT FROM CLC BY LEARFIELD

INTERNAL AND EXTERNAL REQUESTS

- 180 Licensee requests
- 2,177 Artwork submissions
- 44% Apparel business
- 56% Nonapparel business

| LOGO OR ART TYPE | % OF SALES |
|---------------------------------------|------------|
| Primary | 52% |
| Institution (internal orders) | 32% |
| Tertiary | 7% |
| Secondary | 3% |
| Athletics (internal Athletics orders) | 2% |
| Lumberjack | 2% |
| Centennial | 1% |
| Wordmarks | 1% |
| Star Seal | <1% |
| Student Org | <1% |
| SFA Wordmark | <1% |
| Axe 'em Acres | <1% |
| Stacked SFA | <1% |
| Alumni T Lumberjack | <1% |
| Football Helmet | <1% |

| DESIGN PROJECT TYPE | TOTAL | FREELANCE COSTS |
|---|--------------|---------------------|
| Flyers, posters, postcards and rack cards | 509 | \$190,875 |
| Social or web graphics | 213 | \$26,625 |
| Ads (digital and print) | 130 | \$32,500 |
| Swag, promotional item setup and T-shirts | 129 | \$24,187.50 |
| Simple graphics, vectors | 127 | \$15,875 |
| Electronic letterhead and university wordmark requests | 123 | \$3,843.75 |
| Brochures (simple one-pagers) | 38 | \$28,500 |
| Logo creation (outside of typical wordmark template) | 36 | \$9,000 |
| Multiple-page brochures (booklets, programs, newsletters) | 33 | \$41,250 |
| Approvals | 20 | \$2,500 |
| Invitations and save the dates | 18 | \$4,500 |
| Marq templates | 11 | \$1,375 |
| Billboards or scoreboard graphics | 10 | \$2,500 |
| Special projects | 3 | \$1,875 |
| TOTALS | 1,400 | \$385,406.25 |

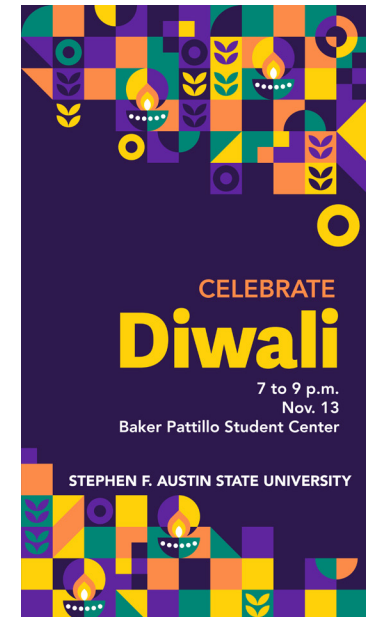
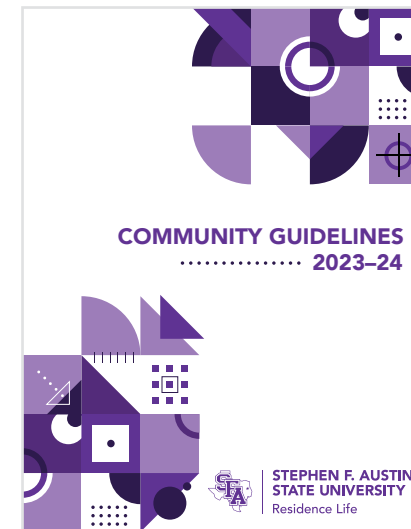
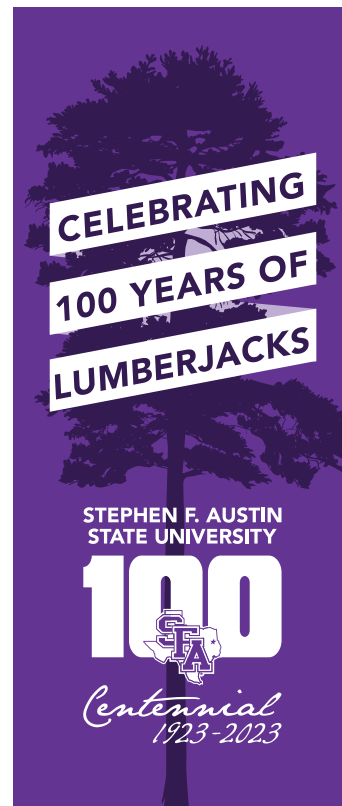
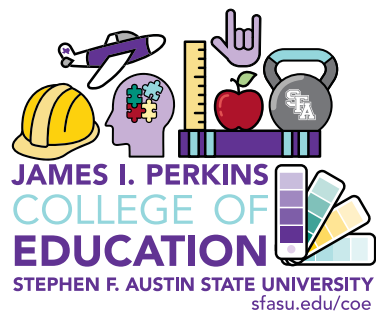
TOTAL ROYALTY REVENUE JULY 2022 - JUNE 2023 \$240,360

Revenue from licensing and royalties is disbursed completely and directly to Athletics.



GRAPHIC DESIGN TICKETS BY AREAS

| DIVISION OR COLLEGE | % |
|---|-------|
| University Marketing Communications | 17.25 |
| James I. Perkins College of Education | 12.31 |
| Student Affairs | 9.70 |
| Micky Elliott College of Fine Arts | 9.33 |
| College of Sciences and Mathematics | 7.82 |
| Enrollment Management/Admissions | 7.02 |
| Nelson Rusche College of Business | 5.79 |
| Provost/Academic Affairs | 5.43 |
| Arthur Temple College of Forestry and Agriculture | 5.28 |
| Advancement | 4.71 |
| Finance and Administration | 4.71 |
| Other | 4.20 |
| President's Office | 3.69 |
| College of Liberal and Applied Arts | 2.82 |

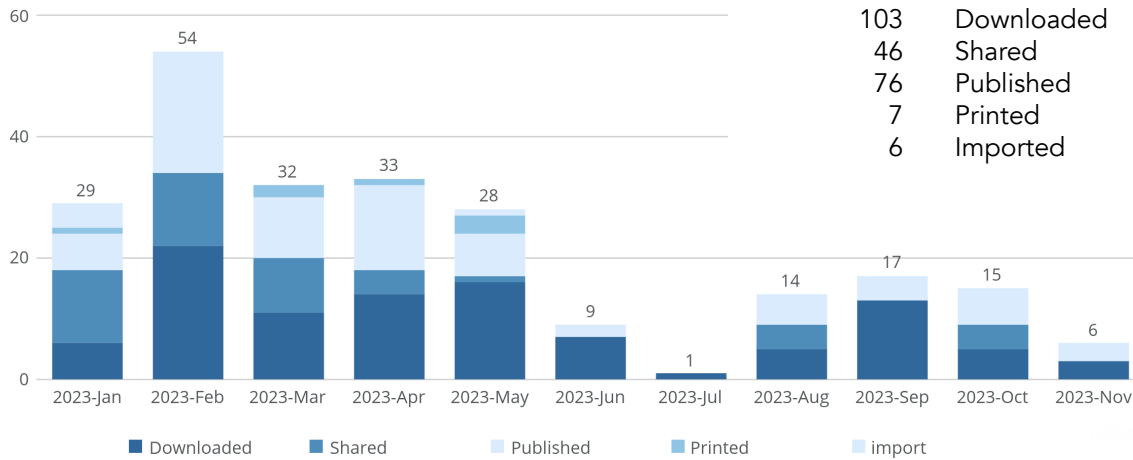


MARQ

98 Total Number of Templates Available

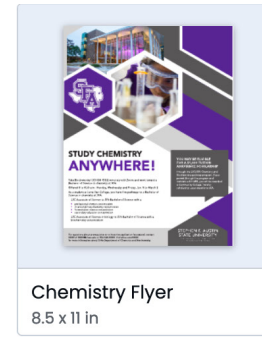
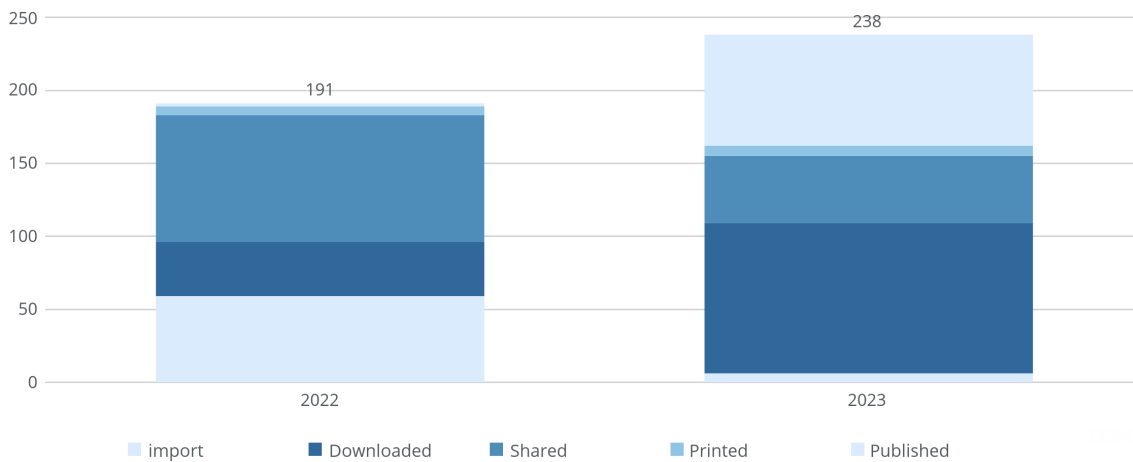
Marq is a brand templating platform that UMC adopted in 2022. It enables SFA employees to deliver relevant content to their audience faster by empowering them to build on-brand content using templates created by UMC.

2023 BY THE NUMBERS / \$58,000 VALUE FOR THE UNIVERSITY

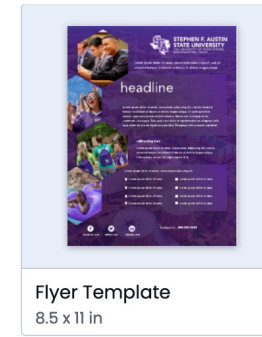


103 Downloaded
 46 Shared
 76 Published
 7 Printed
 6 Imported

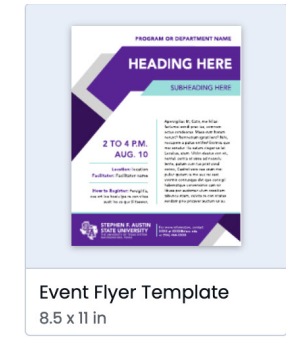
PROJECT ACTIVITY FROM 2022-23



Chemistry Flyer
8.5 x 11 in



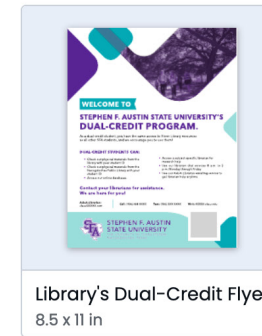
Flyer Template
8.5 x 11 in



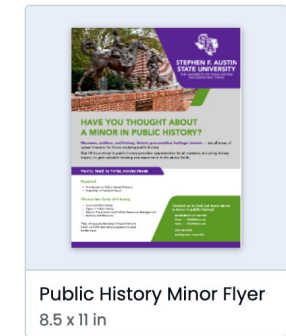
Event Flyer Template
8.5 x 11 in



Medical Ethics Flyer
8.5 x 11 in



Library's Dual-Credit Flyer
8.5 x 11 in



Public History Minor Flyer
8.5 x 11 in



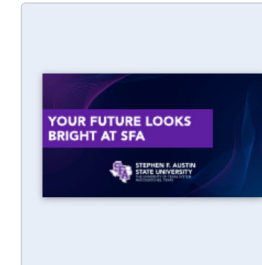
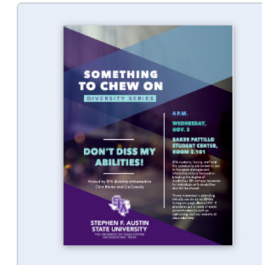
STEM Academy Scholars...
8.5 x 11 in



Cooking Matters Flyer
8.5 x 11 in



JacksTeach JTCH 1101 St...
8.5 x 11 in



2023 WEBSITE TRAFFIC TO SAWDUST

TOP 10 ONLINE 2023 SAWDUST STORIES

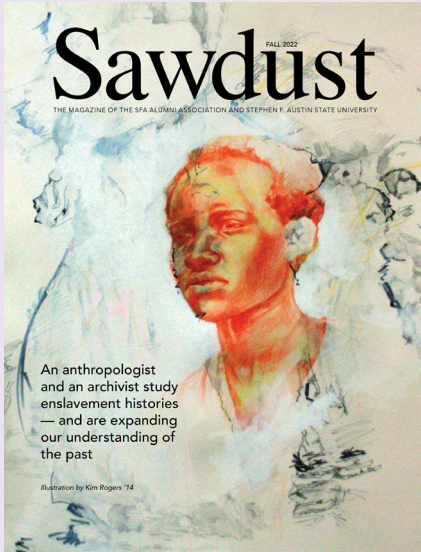
| STORY PAGE | VIEWS |
|---|-------|
| SFA's Construction Boom | 604 |
| University Historical Timeline | 374 |
| Elevate SFA | 198 |
| Axe Handles | 189 |
| A History of SFA in 23 Objects | 187 |
| The Big Dip | 138 |
| Traditions 'Neath the Purple and White | 136 |
| In Memoriam | 130 |
| Read Between the Lines | 129 |
| Athletics Launches NIL Exchange Website | 129 |

STORIES PUBLISHED PRIOR TO 2023

| WEBPAGE | VIEWS |
|---|-------|
| Jamal Allen '16: Football Standout to Texas Game Warden - Spring 2022 | 667 |
| Mission Control: Commanding the CRONUS Console - Fall 2022 | 261 |
| Oh, Thank Heaven! Featuring Jodie Thompson '92 - Winter 2021 | 204 |
| T.J. Maple '08, '21: SFA Spirit Teams and Backyard Aviary - Spring 2022 | 182 |
| Ashley Wahlberg: Doctoral Student, The Spider Lady - Spring 2022 | 181 |

MOST VIEWED NAVIGATIONAL PAGES

| WEBPAGE | VIEWS |
|---|-------|
| View All Issues | 557 |
| Sawdust Magazine Fall 2023: Centennial Issue Landing Page | 437 |
| Sawdust Magazine Spring 2023 Issue Landing Page | 402 |
| About Us | 287 |
| Sawdust Magazine Fall 2022 Issue Landing Page | 245 |
| Sawdust Magazine Spring 2022 Issue Landing Page | 133 |



An anthropologist and an archivist study enslavement histories — and are expanding our understanding of the past

Illustration by Kim Rogers '14

SAWDUST AWARDS

Council for Advancement and Support of Education

- **Best of CASE District IV**
Fall 2022 Sawdust Magazine Feature
“An Anthropologist and an Archivist Study Enslavement Histories”
Category: Writing — Research, Medicine and Science News

Educational Advertising Awards

- **Gold**
Fall 2022 Sawdust Magazine
Category: Publication/External



An Anthropologist and An Archivist Study Enslavement Histories — and Are Expanding Our Understanding of the Past

STORY BY CHRISTINE BROUSSARD '10 & '20

ILLUSTRATION BY EMILY KUBISCH '17

PHOTOS BY TREV CARTWRIGHT '04, '06 & '12 AND ROBIN JOHNSON '99 & '19

WHEN ABRAHAM LINCOLN signed the Emancipation Proclamation in 1863, a recorded 182,566 enslaved people lived and labored on Texas soil.

Despite not being told they were free until two years later when Gen. Gordon Granger arrived in Galveston on June 19, 1865 (celebrated today as Juneteenth), the proclamation meant millions of formerly enslaved people could now build new lives for themselves as free U.S. citizens.

In a legal sense, millions of humans considered mere property, but of course that was not their reality. The truth is generations of enslaved people had names, hopes, dreams and desires, and they led complex and often brutal lives. So how do we tell their stories — those of diverse people silenced by slavery?

It's arduous, meticulous work that requires picking through probate, deed and mortgage records; poring over runaway slave ads; sifting through soil and charting moon and star alignments.

Thankfully, one SFA alumna and one SFA archivist have separately taken on, in their distinct fields, the backbreaking work of combing through sources to uncover the realities of a vast people whose daily lives and contributions have been largely forgotten to history.

Anthropologist Dr. Rolanda Teal '18 and archivist Kyle Anisworth are by no means the only people digging into Texas' enslavement history. But they're making great strides in the pursuit of telling these often long-forgotten stories. ➔



“Jeffrey Williams and I could actually trace a timeline for where they should have been at certain times and where they were when they got caught. He could also tell me it was a full moon on Oct. 16, 1804, which fit the descriptions of that day that I found in primary documents.”

Dr. Rolanda Teal '18
Researcher, author and anthropologist

African Diaspora in the South

Teal built her career at the cross-section of multiple disciplines — she received a bachelor's degree in anthropology from Northwestern State University in Natchitoches, Louisiana, a master's degree in historical anthropology from the University of Houston, and a doctoral degree in history with an emphasis in human dimensions from SFA in 2014.

Teal has been researching the African diaspora and migratory pathways of fugitive people in Texas and Louisiana for more than a decade — much of it pivoting from a single page she wrote during her master's program on the Cane River Inquisition of 1804.

This event saw a mass escape attempt of enslaved people from Natchitoches Parish, the magnitude of which “points to the ability of community to provide the framework for large-scale attempts at freedom and resistance against servitude,” according to the Cane River National Heritage Area website.

“I always knew I wanted to study African-American history because I felt it was missing, so my research centers on the African diaspora, plantation systems and fugitives,” Teal said. “My 1804 paper from that one history class continued to develop and develop, branching off in different directions. So, I have worked on this story for over a decade.”

With assistance from other archaeologists, ethnographers, GIS specialists and the like, Teal has discovered and published conclusive evidence that there was significant movement of enslaved people traveling south to Spanish-owned Mexico in 18th-century Texas, including along the famous El Camino Real de los Tejas.

This discovery of southerly escape routes is touched upon only slightly in existing scholarship because many claim the primary source support just isn't there.

Teal dares, saying it's only research putting in time, effort and a bit of ingenuity. “Jeffrey Williams, who works the GIS component in SFA history and geospatial science program, was able to reconstruct the timeline of the 1804 escape,” Teal said. “He used his knowledge of horses and how far someone could have ridden them in a certain amount of time, and he

mapped a trail from the plantations over to the Sabine River. We could actually trace a timeline for where they should have been at certain times and where they were when they got caught. He could also tell me it was a full moon on Oct. 16, 1804, which fit the descriptions of that day that I found in primary documents.”

Digging through both Spanish and French primary source records, she uncovered stories of how and why slaves resisted servitude. Her aim is simple to ask new questions and seek out new information to build on existing knowledge.

“We have histories of which we've been taught for years and years, and we're understanding more how these histories are not complete, so my goal is to add to and expand the narrative,” Teal said.

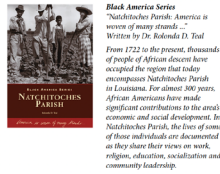
“It is crucial to understand that history is reiteration. That's the whole point — the past is not static,” said Dr. Court Carney, professor at SFA's Department of History. “Not simply in a metaphorical way the idea that the past continues to change, but in a concrete way. We simply know more about the past than we did a generation ago.”

The work of scholar like Anisworth and Teal is a good example. Their work deepens and complicates established ones. A complicated narrative reflects a complicated story. We know our present-day lives are complex knots of knowing and unknowing. The same was true for people in the past.”

Teal's goal of narrative expansion has, at times, been met with indignation from academic peers who feel her work is calling established history into question. When she's approached with skepticism, Teal finds comfort in the objectivity of her research.



Dr. Rolanda Teal '18 sits in front of a display of historical documents and artifacts. Teal, who stresses the importance of continuing education and all the advantages it can bring, who spent her doctorate her doctorate from SFA with a goal to expand on the stories of formerly enslaved individuals — never had that same access to education. Photo by Trey Cartwright '04, '06 & '12



Black America Series “Natchitoches Parish: America's source of many strands...” Written by Dr. Rolanda D. Teal From 1722 to the present, thousands of people of African descent have occupied the region that today encompasses Natchitoches Parish in Louisiana. For almost 300 years, African Americans have made significant contributions to the area's economic and social development. In Natchitoches Parish, the lives of some of these individuals are documented as they share their views on work, religion, education, socialization and community leadership.

“A complicated narrative reflects a complicated story. We know our present-day lives are complex knots of knowing and unknowing. The same was true for people in the past.”

Dr. Court Carney
SFA history professor

“What I've learned is I don't have to argue with that about it.” Teal said. “I just say, ‘Here's my stuff. Can't you just put something together that contradicts it. I'm going to keep asking tough questions and researching new stories.’”

The decade Teal has invested in researching the African diaspora has led to the inclusion of three Louisiana historical sites in the National Underground Railroad Network of Freedom. She also works often, and closely, with the National Park Service and various state park services for all manner of research, from archeological and ethnographic studies at federal construction sites to running outdoor park interpretive staff members on implicit bias.

Teal has also appeared as a guest on the Discovery's documentaries “Underground Railroad: The Secret History” and, for fun of all things spooky, an early episode of “Libert Adventures” as they paid a visit to Magnolia Plantation in Natchitoches. ➔

The Project of a Lifetime

Texas Runaway Slave Project

As an archivist and special collections librarian in SFA's East Texas Research Center — and with master's degrees in history and library science — Anisworth took life to a continual task through the winding aisles of SFA's archival stacks.

“I've been working on the Texas Runaway Slave Project since we started in Street Library's ERIC on the SFA campus. He began a bold project collecting, transcribing, organizing and cataloging the thousands of runaway slave ads published in Texas newspapers throughout the early 19th century.”

“The focus of my master's work at the University of Southern Mississippi was slavery and Reconstruction, and I needed a research project to fulfill the scholarship component of my faculty status at SFA, so I saw a great opportunity to investigate a subject that already interested me,” Anisworth said. “I also evaluated the accessibility of Texas newspapers (the main source of runaway slave records) and saw that I was uniquely positioned to do the research.”

The Texas Runaway Slave Project started in 2012. Over the next two years, Anisworth reviewed 3,100 newspaper issues, scoring for ads placed by slave owners seeking help to find their runaway slaves. These types of ads are unique in the annals of enslavement, and deeply paradoxical as one of few documents that described individual slaves in detail — albeit from the perspective of their enslaver — the ads juxtaposed rare glimpses of enslaved people against stark reminders of their place as commodities in Texas' 19th century economy.

“This work gives us an incomparable view of slavery and freedom seeking in Texas,” said Dr. Alice L. Baumgartner, an assistant professor in the University of

Southern California's Department of History who used the TRSP “while researching her first book, ‘South to Freedom: Runaway Slaves to Mexico and the Road to the Civil War.’” This database is the main reason we're seeing a boom in scholarship on enslaved people escaping to Mexico... and the Texas Runaway Slave Project allows us anyone with an internet connection to get a sense of how important this escape route was.

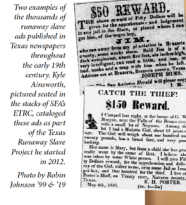
Just forward a decade, and the TRSP has now reviewed nearly 20,000 newspaper issues from 1835 to 1865 and has identified more than 2,500 individual runaway slaves from Texas.

“I've been working on the Texas Runaway Slave Project since we started in Street Library's ERIC on the SFA campus. He began a bold project collecting, transcribing, organizing and cataloging the thousands of runaway slave ads published in Texas newspapers throughout the early 19th century.”

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The Texas Runaway Slave Project started in 2012. Over the next two years, Anisworth reviewed 3,100 newspaper issues, scoring for ads placed by slave owners seeking help to find their runaway slaves. These types of ads are unique in the annals of enslavement, and deeply paradoxical as one of few documents that described individual slaves in detail — albeit from the perspective of their enslaver — the ads juxtaposed rare glimpses of enslaved people against stark reminders of their place as commodities in Texas' 19th century economy.

“This work gives us an incomparable view of slavery and freedom seeking in Texas,” said Dr. Alice L. Baumgartner, an assistant professor in the University of



Two examples of runaway slave ads published in Texas newspapers throughout the early 19th century. Kyle Anisworth, pictured instead on the stacks of SFA's ERIC, collected and digitized these ads as part of the Texas Runaway Slave Project he started in 2012. Photo by Robin Johnson '99 & '19

Lone Star Slavery Project

Anisworth's search for runaway slave ads churned up dozens of dead, prolate and other official records that mentioned the movement of slaves between owners and among properties.

“One of the things that's even relevant to me when I was doing the runaway slave research was that I was finding lots of other stuff about slavery but having to let that fall by the wayside,” Anisworth said. “At the start of the COVID-19 pandemic, when SFA suspended many on-campus operations, I started in the archives researching and photographing Natchitoches deed and probate records. That's when I started the Lone Star Slavery Project.”

Though only two years old, the LSSP seeks to flip the script for how people investigate slavery in Texas. Without the enslaver's name, finding documents on enslaved people is nearly impossible because county records and archival collections are organized by the name of the enslaver. By more referencing all records, Anisworth is able to follow the stories of individual slaves as they move through the historical record and organize the LSSP database by the enslaved person's name.

The project's ultimate goal? To archive county history every reference of every enslaved person in Texas mentioned on paper. “The work has barely begun and is something Anisworth sees “as a lifetime project. I approach it how I approach the runaway slave project, which is incrementally. If I think about 180,000 plus names, it would just be too much. Last year I worked on Natchitoches County. This year is another county. It's something that can always be added.”

As Anisworth chips away at archiving the whole of Texas' slave history, each addition to the project's database is another piece laid in the vast mosaic of understanding slavery. It's also an outlet for historians, sociologists, archeologists and anthropologists to pull from as they work to uncover more of the state's past.

“Historical scholarship isn't an archival work. Historians and archivists form a symbiotic relationship based on archival work,” Anisworth said. “It's not just about the past, it's about the present. And while trying to tell the story of all those people suddenly freed from servitude is a bold pursuit, Teal and Anisworth's work creates real change, because connecting people and communities to their past does more than simply tell a story — it impacts how we understand and support those people and communities in the present. ➔

helpful because he has a solid understanding of the historical profession in various ways.”

The Impact

Ripping at the undergrowth that had for years slowly crept over soil and stone, Rodney Hawkins and members of his family — alongside SFA history Professor Dr. Jeffrey Beidel, his students and other volunteers — toiled in the fall of 2020 to unearth the two-century-old Old Mount Gilchrist Cemetery foundations by hand.

A professor for GIS News at the time, Hawkins was on assignment covering a story that was very personal to him and members of his family. That intention for the project started simply enough, with generations of Hawkins' ancestors buried in the Natchitoches County Cemetery, he and his family wanted to learn a bit about their past while restoring what they could in the present.

Just six months later, Hawkins' ancestral quest took on an emotional turn — using names and dates found on the recovered foundations, Anisworth dove into the LSSP database and emerged with records showing the movement and sale of Hawkins' great-great-grandfather, Richard Carl.

Moments like these are examples of the magnitude that research like Teal's and Anisworth's can have on present-day lives.

“That was an amazing moment of realization and connection for me,” Hawkins said. “I knew I had roots in East Texas, but I didn't have a clue where, how and who began our legacy here. I felt connected to this country, Texas and my family in ways that are hard to explain. Despite the circumstances, Richard Carl made a life for himself after slavery, and I wouldn't exist without him. To have the opportunity to present this information to my living children was priceless. As my great uncle Billy Carl said, ‘Have a history now.’”

Slavery research impacts much more than just scholarship. It connects whole families and unweaves truths that can impact entire communities. Take, for example, Teal's research on the El Camino Real de los Tejas route. She discovered that in the tiny community of Geneva, a historical marker identified it as a stop along El Camino Real was originally placed along Kings Road, which cut through the small town's Black community. The marker was moved, however, a couple miles over to Highway 21, not only disconnecting the town's Black community from its historical significance but also stripping it of the chance to receive grant funding to build its identity as a historic place.

Enslavement research not only provides a historical basis for financial support but also allows people and communities to truly get to know themselves. And while trying to tell the story of all those people suddenly freed from servitude is a bold pursuit, Teal and Anisworth's work creates real change, because connecting people and communities to their past does more than simply tell a story — it impacts how we understand and support those people and communities in the present. ➔

Scan and donate to further ERIC research.



Scan to watch Rodney Hawkins' family story.



EMAIL MARKETING

TOOLS WE USE

- Bee Free, 10 licenses
- Slate, university CRM
- Web/Dev email system

\$44,880 VALUE FOR THE UNIVERSITY



OVERALL

This includes all emails sent by UMC on behalf of the university for various offices and academic departments, including, but not limited to:

- Division of Advancement
- Orientation and Transition Programs
- Office of the Registrar
- Division of Enrollment Management
- Office of the President
- SFA Gardens
- The University of Texas System
- and all colleges.

Emails were sent to stakeholders, including:

- prospective students
- admits
- current students
- alumni
- and faculty and staff.

| | 2022 | 2023 | CHANGE |
|---------------------|------|------|---------|
| Email Projects Sent | 263 | 374 | 42.2% ↑ |

| | |
|---------------|-------|
| Delivery Rate | 94.8% |
| Open Rate | 42.5% |
| Click Rate | 5.16% |

COLLEGE EMAILS: NEW IN 2023

Responding to the Office of Admissions' call for segmented communications, UMC crafted multi-touch-point email campaigns for each of SFA's six colleges to prospective and inquiring students. Building on Slate data, UMC devised general email campaigns tailored to each student's academic interest.

UMC developed five to six targeted emails per campaign covering such topics as facilities and resources as well as career opportunities in the relevant fields. This approach leverages the power of relevant information, ensuring each email resonates with the student's academic goals. This targeted outreach strengthens engagement, fostering a sense of connection with SFA.

College of Liberal and Applied Arts

| | |
|---------------|-------|
| Delivery Rate | 99.2% |
| Open Rate | 18.1% |
| Click Rate | 0.1% |

James I. Perkins College of Education

| | |
|---------------|-------|
| Delivery Rate | 98.8% |
| Open Rate | 21.2% |
| Click Rate | 0.1% |

Arthur Temple College of Forestry and Agriculture

| | |
|---------------|-------|
| Delivery Rate | 98.5% |
| Open Rate | 32.7% |
| Click Rate | 0.3% |

Nelson Rusche College of Business

| | |
|---------------|-------|
| Delivery Rate | 99.1% |
| Open Rate | 33.5% |
| Click Rate | 0.3% |

Micky Elliott College of Fine Arts

| | |
|---------------|-------|
| Delivery Rate | 98.7% |
| Open Rate | 29.8% |
| Click Rate | 0.5% |

College of Sciences and Mathematics

| | |
|---------------|-------|
| Delivery Rate | 98.6% |
| Open Rate | 32.8% |
| Click Rate | 0.2% |

DEFINITIONS AND EDUCATION INDUSTRY BENCHMARKS

The **DELIVERY RATE** is the percentage of emails successfully delivered to recipients' inboxes.

EDUCATION INDUSTRY BENCHMARK:
95% to 99%.

The **OPEN RATE** is the percentage of recipients who open an email.

EDUCATION INDUSTRY BENCHMARK:
20% to 30%.

The **CLICK RATE** is the percentage of recipients who click on at least one link within the email.

EDUCATION INDUSTRY BENCHMARK:
2.5% to 4%.

STRATEGIC COMMUNICATIONS

\$631,950 VALUE FOR THE UNIVERSITY

COPYWRITING

- Completed tickets: 205
- Cost to outsource: \$124,025

EDITING

- Completed tickets: 752
- Cost to outsource: \$360,960

PRESS RELEASES

- Completed tickets: 185
- Cost to outsource: \$111,925

SFA TODAY

- Completed tickets: 721
- Editions published: 73
- Cost to outsource: \$35,040

OTHER

- Merit tickets: 11

BRAND AND REPUTATION METRICS

Certified Communicator Program

APPROXIMATELY
25
TRAINING SESSIONS OFFERED ANNUALLY ACROSS 10 MODULES

2
UMC FACILITATORS PER SESSION

30
PARTICIPANTS FALL 2023

Volume and tone of coverage in local, regional and national media

8.54K
MENTIONS

Sentiment
62.39% neutral
31.39% positive
6.22% negative

STRATEGIC COMMUNICATIONS TICKETS BY AREAS

| DIVISION OR COLLEGE | % |
|---|-------|
| Student Affairs | 15.29 |
| Micky Elliott College of Fine Arts | 12.61 |
| James I. Perkins College of Education | 12.03 |
| University Marketing Communications | 10.97 |
| College of Sciences and Mathematics | 8.02 |
| Arthur Temple College of Forestry and Agriculture | 7.34 |
| Provost/Academic Affairs | 7.04 |
| Advancement | 5.49 |
| Finance and Administration | 5.49 |
| Nelson Rusche College of Business | 4.89 |
| College of Liberal and Applied Arts | 4.35 |
| Enrollment Management/Admissions | 3.84 |
| President's Office | 1.73 |
| Board of Regents | 1.56 |
| Other/Not Listed | 1.35 |
| Athletics | 0.68 |
| Staff Council | 0.46 |
| Faculty Senate | 0.29 |
| General Counsel | 0.13 |
| ITS | 0.08 |
| Audit | 0.04 |

SOCIAL MEDIA MARKETING

\$156,835.40 VALUE FOR THE UNIVERSITY

OVERVIEW

The data presented here originates from UMC meticulously compiled through Sprinklr, a leading social media management platform. This comprehensive analysis addresses the university's performance across key social media platforms.

INDUSTRY BENCHMARKS:

Follower Growth Rate: The percentage increase or decrease in the number of followers over a specified period. 3% to 10% annual growth is healthy for educational institutions.

Engagement Rate: Measures the level of audience interaction with content. 1% to 5% (0.15% for higher ed, according to Rival IQ) per post is generally considered good.



FACEBOOK

Audience: Broader community, including current students, prospective students, alumni and local community members

| | FOLLOWERS | ENGAGEMENT |
|------|-----------|------------------------|
| 2022 | 80,812 | Impressions 11,333,671 |
| 2023 | 83,291 | Engagements 124,044 |

3.07% INCREASE

1.09% ENGAGEMENT RATE

PERFORMANCE OVERVIEW

- Growth and Engagement:** Witnessed a healthy follower growth of 3.07%. The platform's high activity, with 2,207 posts, suggests an emphasis on regular engagement.
- Content Strategy:** A diverse mix of content types focused on a broader community audience comprised largely of alumni and local community members.
- Observation:** Consistent growth aligns with our aim for community engagement, though the high post volume necessitates careful monitoring to avoid audience fatigue.

| CONTENT TYPE | TOTALS | REACH |
|----------------|--------|-----------|
| Videos | 123 | 280,772 |
| Photos | 1,992 | 8,816,898 |
| Carousel | 1 | 918 |
| Links | 174 | 691,106 |
| Published Text | 527 | 241,625 |

TOP PERFORMING FACEBOOK 2023 POST



Posted by Sprinklr
Oct 19, 2023 · 🌐

The rivalry between the Houston Astros and the Texas Rangers intensified when both teams met this week in the 2023 American League Cham... See more



Post insights

Thursday, October 19, 2023 at 10:32 AM · 🌐

104,334 2,211 115 170 \$0.00

Reach more people with similar posts ✕

This post reached **12.1x** more people than your typical post.

Create post

Overview ⓘ

| | |
|-------------------------------------|---------|
| Reach | 104,334 |
| Impressions | 111,925 |
| Post reactions, comments and shares | 2,496 |
| Total clicks | 3,130 |



INSTAGRAM

Audience: Younger demographic, including current and prospective students

FOLLOWERS

| | |
|------|--------|
| 2022 | 27,238 |
| 2023 | 31,102 |

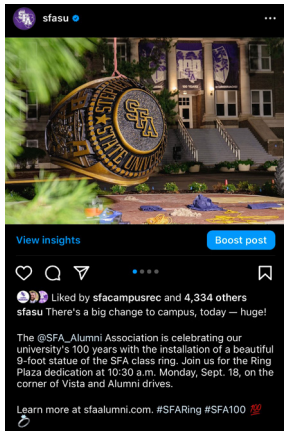
14.19% INCREASE

ENGAGEMENT

| | |
|-------------|-----------|
| Impressions | 5,083,322 |
| Engagements | 325,686 |

6.41% ENGAGEMENT RATE

PERFORMANCE OVERVIEW



- **Growth and Engagement:** Remarkable growth at 14.19%, the highest among all platforms. A total of 406 posts indicate a strong visual content strategy.
- **Content Strategy:** Highly engaging with a focus on visually appealing content, stories and reels, such as campus life, student activities and behind-the-scenes

glimpses. One primary source used by prospective students in the college research process.

- **Observation:** Exceptional performance, particularly appealing to younger demographics, highlighting the effectiveness of visual storytelling.

| CONTENT TYPE | TOTALS | REACH |
|--------------|--------|-----------|
| Carousels | 155 | 1,310,177 |
| Videos | 437 | 1,193,786 |
| Photos | 749 | 2,145,455 |
| Links | 34 | 34 |
| Text | 806 | 806 |
| Reels | 17 | |



LINKEDIN

Audience: Alumni, industry professionals and potential graduate students

FOLLOWERS

| | |
|------|--------|
| 2022 | 78,467 |
| 2023 | 80,981 |

3.20% INCREASE

ENGAGEMENT

| | |
|-------------|-----------|
| Impressions | 1,506,938 |
| Engagements | 36,046 |

2.39% ENGAGEMENT RATE

PERFORMANCE OVERVIEW



- **Growth and Engagement:** Grew by 3.20% with a total of 252 posts. This growth is significant given LinkedIn's professional audience.
- **Content Strategy:** Concentrated on professional achievements, alumni stories and

academic excellence, for an audience comprised of alumni, industry professionals and potential graduate students.

- **Observation:** The growth rate of 3.20% suggests a steadily interested professional audience.

| CONTENT TYPE | TOTALS | REACH |
|--------------|--------|-----------|
| Photos | 229 | 1,351,193 |
| Videos | 5 | 57,768 |
| Text | 4 | 4 |
| Links | 18 | 97,977 |



X (FORMERLY TWITTER)

Audience: Primarily current students, faculty, and staff, along with media and industry professionals

FOLLOWERS

| | |
|------|--------|
| 2022 | 22,912 |
| 2023 | 23,651 |

3.23% INCREASE

ENGAGEMENT

| | |
|-------------|-----------|
| Impressions | 1,252,202 |
| Engagements | 10,420 |

0.83% ENGAGEMENT RATE

PERFORMANCE OVERVIEW



- **Growth and Engagement:** Showed a 3.23% increase in followers. The platform's focused use, with 410 posts, aligns well with its fast-paced nature.
- **Content Strategy:** Primarily utilized for real-time updates, announcements and community interactions for current students, faculty, staff and media professionals.

- **Observation:** Maintains a solid presence, effective for timely communication and outreach.

| CONTENT TYPE | TOTALS | REACH |
|--------------|--------|------------|
| Videos | 24 | 713,010 |
| Photos | 412 | 21,392,431 |
| Links | 41 | 977,644 |
| Text | 257 | 5,561,153 |

Images shown are the top performing posts in their respective platform

PHOTOGRAPHY AND VIDEO

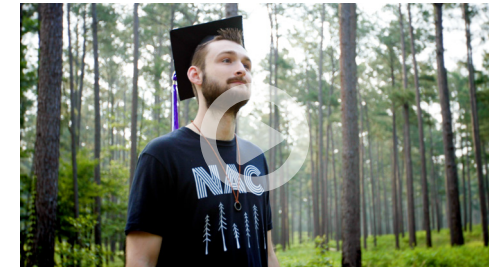
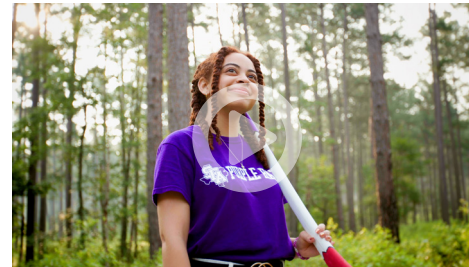
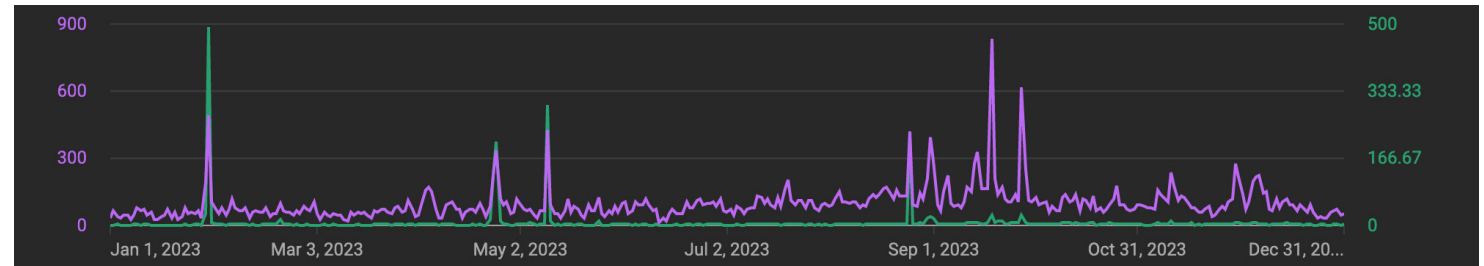
\$2,975,638.75 VALUE FOR THE UNIVERSITY

97 VIDEOS

9.71 TB VIDEO DRIVE SPACE

119+ HOURS OF VIDEO

YOUTUBE ANALYTICS



VIDEO KEY HIGHLIGHTS

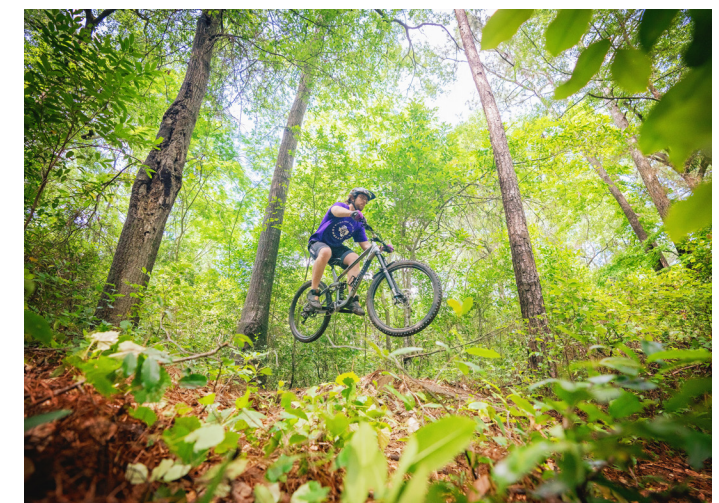
DIVERSE PRODUCTION: Our team produced a total of 97 videos across various departments and colleges, highlighting a wide array of subjects from academic achievements and campus events to promotional and social media content.

STRATEGIC ENGAGEMENT: Video content was strategically developed for the Nelson Rusche College of Business, James I. Perkins College of Education, Micky Elliott College of Fine Arts, and other key departments, ensuring targeted engagement with our students, faculty, alumni and prospective students.

HIGH-QUALITY OUTPUT: The majority of videos were produced in high-definition and ultra-high-definition formats, ensuring a premium viewing experience for our audience.

VIDEO CONTRIBUTIONS

- Centennial celebrations and alumni relations were among the most featured, with 19 and 17 videos respectively, reflecting our commitment to celebrating our history and engaging with our alumni network.
- UMC commissioned 17 videos itself to promote universitywide initiatives and enhance our brand visibility.



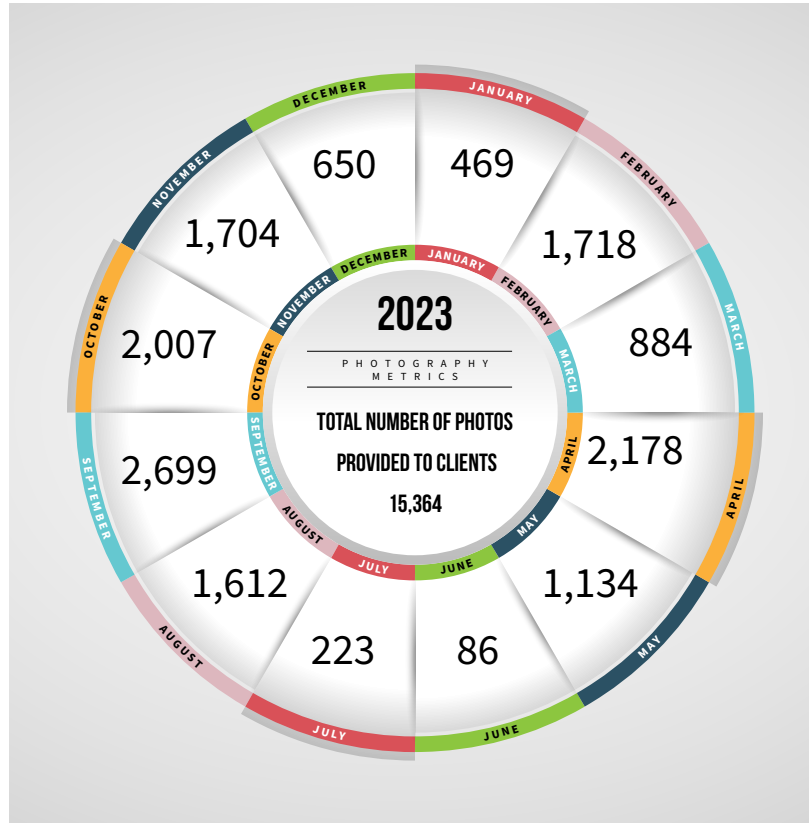
PHOTOGRAPHY ANALYTICS

740
FACULTY, STAFF AND
STUDENT ASSISTANT
HEADSHOTS

133
EVENTS

4,279
PROMOTIONAL
PHOTOS

450
BUILDING
PHOTOS



PHOTOGRAPHY AND VIDEO TICKETS BY AREAS

| DIVISION OR COLLEGE | % |
|---|-------|
| University Marketing Communications | 20.39 |
| Student Affairs | 12.35 |
| Advancement | 11.72 |
| James I. Perkins College of Education | 10.85 |
| Nelson Rusche College of Business | 10.21 |
| College of Sciences and Mathematics | 6.51 |
| Provost/Academic Affairs | 6.95 |
| Enrollment Management/Admissions | 3.90 |
| Finance and Administration | 3.68 |
| Micky Elliott College of Fine Arts | 3.68 |
| President's Office | 12.35 |
| College of Liberal and Applied Arts | 2.39 |
| Other | 1.30 |
| Arthur Temple College of Forestry and Agriculture | 1.08 |

NETX STATS

Digital asset management library

| | |
|--------|-------------------|
| 32,935 | Assets viewed |
| 5,271 | Assets downloaded |
| 16,695 | Assets uploaded |
| 1,649 | User logins |



WEBSITE DEVELOPMENT

\$798,000 VALUE FOR THE UNIVERSITY

ONLINE GIVING APPLICATION CREATED FOR ADVANCEMENT

\$162,000 value for the university

Notable: Advancement has asked UMC to continue working with them in 2024 to develop a new giving platform rather than contract with a third party.

ONLINE GIVING CAMPAIGNS

Online gifts through UMC-developed applications

763 Total online donations

\$344,873 Total funds raised

GIVE TO SFA

- Donations: 461
- Funds raised: \$264,651

ONLINE GIVING SINGLE CAMPAIGNS

- Donations: 136
- Funds raised: \$58,501
- Number of campaigns: 13

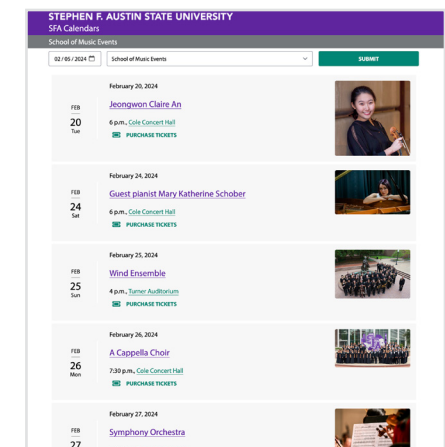
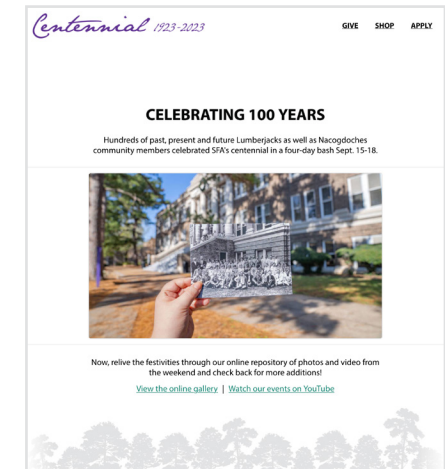
IMPACT JACKS CROWDFUNDING CAMPAIGNS

- Donations: 166
- Funds raised: \$21,721
- Number of campaigns: 8

WEBSITE DEVELOPMENT TICKETS BY AREAS

| DIVISION OR COLLEGE | % |
|---|-------|
| University Marketing Communications | 6.34 |
| James I. Perkins College of Education | 10.85 |
| Student Affairs | 9.83 |
| Micky Elliott College of Fine Arts | 14.88 |
| College of Sciences and Mathematics | 5.03 |
| Enrollment Management/Admissions | 6.87 |
| Nelson Rusche College of Business | 4.92 |
| Provost/Academic Affairs | 13.63 |
| Arthur Temple College of Forestry and Agriculture | 3.03 |
| Advancement | 1.89 |
| Finance and Administration | 15.98 |
| Other | 9.76 |
| President's Office | 0.64 |
| College of Liberal and Applied Arts | 2.42 |
| General Counsel | 0.44 |

52 SITES LAUNCHED WITH A TOTAL OF 516 PAGES



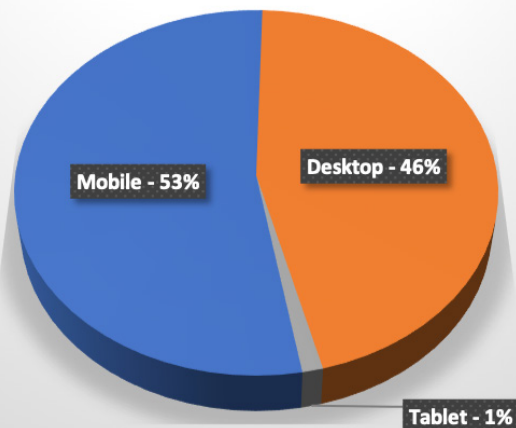
INDUSTRY BENCHMARKS*

(for institutions with 8,001-16,000 undergrads)

Based on Google Analytics benchmarks for higher-education industry

| | |
|--------------------------------------|-------------|
| Daily website sessions | 5,000-9,999 |
| Average pages per session | 2.6 |
| Average session duration | 0:03:01 |
| Bounce rate | 49% |
| Percentage of new users | 42% |
| Percentage of returning users | 58% |
| Traffic sources | |
| Organic search | 38% |
| Email | 3% |
| Direct | 25% |
| Referral | 11% |
| Social | 5% |
| Display | 6% |
| Other | 6% |
| Paid Search | 6% |

Device Types - 2021-2023



MOST PAGEVIEWS - 2022 (JAN. 1 THROUGH SEPT. 1)

| Page | Pageviews | % of Total | Unique Pageviews | % of Total | Avg. Time on Page | Entrances | % of Total | Bounce Rate | % Exit |
|--|------------------|-------------|------------------|-------------|-------------------|------------------|-------------|---------------|---------------|
| / (Home page) | 598,936 | 14.14% | 503,955 | 14.54% | 0:02:05 | 472,326 | 26.90% | 34.66% | 50.34% |
| /academics | 107,909 | 2.55% | 88,593 | 2.56% | 0:00:49 | 22,255 | 1.27% | 35.75% | 15.98% |
| /admissions-and-aid | 86,821 | 2.05% | 67,219 | 1.94% | 0:00:53 | 20,365 | 1.16% | 31.24% | 18.87% |
| /life-at-sfa/housing-dining/housing/residence-halls | 62,083 | 1.47% | 41,203 | 1.19% | 0:00:57 | 21,959 | 1.25% | 34.30% | 20.59% |
| /admissions-and-aid/admissions-process/first-year | 46,507 | 1.10% | 37,468 | 1.08% | 0:02:50 | 11,901 | 0.68% | 59.92% | 46.68% |
| /life-at-sfa | 38,233 | 0.90% | 26,851 | 0.77% | 0:00:47 | 3,993 | 0.23% | 47.78% | 13.96% |
| /controller/payroll/converting-minutes.asp | 36,003 | 0.85% | 33,414 | 0.96% | 0:06:41 | 33,397 | 1.90% | 93.58% | 92.59% |
| /acadaffairs/calendars/academic-calendars | 33,514 | 0.79% | 31,032 | 0.90% | 0:03:43 | 27,426 | 1.56% | 22.00% | 73.28% |
| /apply | 31,785 | 0.75% | 26,438 | 0.76% | 0:01:16 | 7,877 | 0.45% | 43.20% | 29.51% |
| /admissions-and-aid/tuition-costs/cost-of-attendance | 30,543 | 0.72% | 26,296 | 0.76% | 0:01:58 | 13,103 | 0.75% | 52.04% | 40.30% |
| Totals/Averages: | 4,234,958 | 100% | 3,466,580 | 100% | 0:01:46 | 1,755,708 | 100% | 51.89% | 41.46% |

MOST PAGEVIEWS - 2023 (JAN. 1 THROUGH DEC. 21)

| Page | Pageviews | % of Total | Users | % of Total | Avg. Engagement Time | Views Per User | Event Count | Bounce Rate |
|---|------------------|-------------|------------------|-------------|----------------------|----------------|-------------------|---------------|
| / (Home page) | 960,815 | 16.52% | 374,849 | 32.17% | 0:02:11 | 2.56 | 2,825,340 | 45.32% |
| /academics | 154,331 | 2.65% | 93,616 | 8.04% | 0:00:54 | 1.65 | 341,581 | 63.42% |
| /admissions-and-aid | 113,377 | 1.95% | 65,753 | 5.64% | 0:00:42 | 1.72 | 311,492 | 56.41% |
| /life-at-sfa/housing-dining/housing/residence-halls | 96,267 | 1.66% | 38,918 | 3.34% | 0:00:57 | 2.47 | 268,710 | 50.19% |
| /apply | 78,373 | 1.35% | 51,825 | 4.45% | 0:00:41 | 1.51 | 216,340 | 62.64% |
| /acadaffairs/calendars/academic-calendars | 74,330 | 1.28% | 47,342 | 4.06% | 0:00:13 | 1.57 | 256,255 | 51.29% |
| /a-to-z | 66,238 | 1.14% | 17,811 | 1.53% | 0:01:07 | 3.72 | 160,500 | 68.52% |
| /visit | 55,601 | 0.96% | 36,695 | 3.15% | 0:00:26 | 1.52 | 158,262 | 49.98% |
| /info-for/faculty-staff | 53,337 | 0.92% | 16,325 | 1.40% | 0:00:49 | 3.27 | 127,013 | 70.81% |
| /life-at-sfa | 50,679 | 0.87% | 27,497 | 2.36% | 0:00:50 | 1.84 | 116,980 | 69.58% |
| Totals/Averages: | 5,816,537 | 100% | 1,165,048 | 100% | 0:02:45 | 4.99 | 15,546,781 | 46.51% |

*Benchmarks according to EAB

INDUSTRY BENCHMARKS*

(for institutions with 8,001-16,000 undergrads)

Based on Google Analytics benchmarks for higher-education industry

*Benchmarks according to EAB

| | |
|--------------------------------------|-------------|
| Daily website sessions | 5,000-9,999 |
| Average pages per session | 2.6 |
| Average session duration | 0:03:01 |
| Bounce rate | 49% |
| Percentage of new users | 42% |
| Percentage of returning users | 58% |
| Traffic sources | |
| Organic search | 38% |
| Email | 3% |
| Direct | 25% |
| Referral | 11% |
| Social | 5% |
| Display | 6% |
| Other | 6% |
| Paid Search | 6% |

EXTERNAL ACQUISITION OVERVIEW - 2023 (THROUGH DEC. 22)

| Default Channel Grouping | Users | % of Total | New Users | % of Total | Sessions | % of Total | Bounce Rate | Views / Session | Avg. Session Duration |
|--------------------------|------------------|-------------|------------------|-------------|------------------|-------------|---------------|-----------------|-----------------------|
| Organic Search | 606,063 | 52.02% | 588,986 | 51.91% | 1,333,168 | 49.65% | 42.37% | 2.35 | 0:04:19 |
| Direct | 380,428 | 32.65% | 367,020 | 32.35% | 1,144,830 | 42.64% | 49.29% | 2.03 | 0:04:30 |
| Organic Social | 98,290 | 8.44% | 94,274 | 8.31% | 115,356 | 4.30% | 72.64% | 1.25 | 0:00:47 |
| Display | 36,770 | 3.16% | 36,218 | 3.19% | 36,938 | 1.38% | 91.37% | 1.21 | 0:00:07 |
| Paid Search | 22,854 | 1.96% | 22,775 | 2.01% | 36,433 | 1.36% | 42.47% | 2.35 | 0:03:22 |
| Referral | 21,331 | 1.83% | 21,013 | 1.85% | 31,934 | 1.19% | 38.08% | 2.43 | 0:03:42 |
| Unassigned | 3,107 | 0.27% | 3,115 | 0.27% | 4,708 | 0.18% | 65.19% | 1.49 | 0:01:41 |
| Email | 1,154 | 0.10% | 1,096 | 0.10% | 1,706 | 0.06% | 65.36% | 1.37 | 0:01:58 |
| Organic Shopping | 105 | 0.01% | 104 | 0.01% | 120 | 0.00% | 20.83% | 0.99 | 0:00:10 |
| Organic Video | 81 | 0.01% | 80 | 0.01% | 103 | 0.00% | 63.11% | 1.61 | 0:01:38 |
| Totals/Averages: | 1,165,048 | 100% | 1,134,682 | 100% | 2,685,107 | 100% | 46.51% | 2.17 | 0:04:11 |

DAILY AVERAGE SESSIONS BY MONTH - 2021 TO 2023

| Month | 2021 Avg. Sessions | 2022 Avg. Sessions | 2023 Avg. Sessions |
|-----------------|--------------------|--------------------|--------------------|
| January | 7,176 | 8,934 | 9,041 |
| February | 5,774 | 7,800 | 6,384 |
| March | 6,063 | 7,827 | 5,469 |
| April | 6,426 | 8,913 | 5,106 |
| May | 6,383 | 7,782 | 7,550 |
| June | 5,386 | 6,679 | 5,280 |
| July | 4,404 | 6,678 | 6,276 |
| August | 6,337 | 10,422 | 8,962 |
| September | 5,178 | 8,797 | 8,918 |
| October | 5,921 | 8,474 | 8,082 |
| November | 6,288 | 8,395 | 7,573 |
| December | 4,610 | 6,552 | |
| Average: | 5,829 | 8,104 | 7,149 |

KEY PERFORMANCE INDICATOR PAGES

| PAGE | 2022 PAGEVIEWS | 2023 PAGEVIEWS | PERCENT CHANGE |
|--------------------|----------------|----------------|----------------|
| Apply | 31,785 | 78,373 | 59.4% |
| SFA Homepage | 598,936 | 960,815 | 37.7% |
| Residence Halls | 62,083 | 96,267 | 35.5% |
| Academics | 107,909 | 154,331 | 30.1% |
| Life at SFA | 38,233 | 50,679 | 24.6% |
| Admissions and Aid | 86,821 | 113,377 | 23.4% |

These pages represent some of our key performance indicators regarding website traffic and the effectiveness of our efforts to positively impact website traffic.

As shown in this chart, each of these pages experienced a significant positive increase in their total pageview count for 2023 compared to the same metric from 2022.

Our ongoing work in ad campaigns, search engine optimization, on-page content improvements and user experience enhancements all contribute to these positive changes.

TOP 10 MOST VISITED ACADEMIC PROGRAM WEBPAGES FOR 2023

| ACADEMIC PROGRAMS | VISITS |
|--|--------|
| Bachelor of Science in Nursing - BSN Degree DeWitt School of Nursing | 17,705 |
| Aviation Sciences Human Sciences | 16,256 |
| Master of Science in Speech-Language Pathology Human Services and Educational Leadership | 12,012 |
| Educational Diagnostician Certification Preparation (Online) Education Studies | 10,982 |
| Core Subjects EC-6 Education Education Studies | 10,024 |
| Professional Counseling Human Services and Educational Leadership | 8,404 |
| School Psychology Human Services and Educational Leadership | 8,186 |
| Applied Arts and Sciences Multidisciplinary Programs | 7,626 |
| Master of Social Work (MSW Program) - Specialized Practice School of Social Work | 6,911 |
| Educational Leadership (Online) Human Services and Educational Leadership | 5,732 |

The BSN program page consistently performs well. During 2023, UMC ran multiple ad campaigns intended to drive traffic to this (and other nursing program pages). We also made significant improvements to the on-page SEO which also impacted the number of views these pages received.

Being a new and exciting program, the Aviation Sciences degree page received an impressive number of visits. As the market demand for qualified pilots continues, we expect to see significant interest in this program.

COMMUNITY ENGAGEMENT

NACOGDOCHES COUNTY CHAMBER OF COMMERCE - EDUCATION COMMITTEE MEMBER

A UMC staff member served on the committee and provided resources and support for:

- Leaders of Tomorrow Crew
- NOBLE Banquet
- and Showcase Saturdays.

PROFESSIONAL DEVELOPMENT

409.26 TOTAL HOURS

1. 5 steps to enhance your marketing campaigns
2. 7 Secrets for Standout Virtual Campus Visits
3. A Data-Driven Approach of Graduate Enrollment Success: 7 Key Findings from RNL's National Study
4. A Millennials Guide to Managing Generation Z
5. Adobe MAX Virtual Conference
6. AMA Digital Marketing Virtual Conference
7. AMA Symposium for the Marketing of Higher Education
8. AMA Training
9. AMA Virtual Conference: Digital Marketing
10. AMA Virtual Conference: Martech: Automation and AI
11. AMA: How to Write a Marketing Plan
12. Campus Sonar: Audience-Centric Strategies to Differentiate Your Brand
13. Campus Sonar: Beyond Higher Ed Trends: Prioritizing Relationships over Algorithms
14. Campus Sonar: Navigating Change: Social Insights for Organizational Progress
15. CASE Marketing Conference, Social Media and Community
16. CASE Marketing, Seattle
17. Concept 3D: Higher Ed Social in 2024: What's Next?
18. Coursera Informative Zoom
19. EAB: From Gen P to Millennials, Maximizing Your Digital Content Strategy for Recruitment Confirmation
20. FEMA/Emergency Management Training
21. HeyOrca: Canva Secrets and Pro Tips
22. HeyOrca: How Top Agencies Structure Social Media Teams to Drive Client Success
23. HeyOrca: Mental Health Within the Social Media Industry
24. HeyOrca: Social Media Updates and Trends for Reels and TikTok
25. HeyOrca: TikTok and Reels SEO: How to Craft Your Captions and Video to Rank Higher
26. Industry Trends
27. I've Never Called My Husband a Working Dad
28. Leadership Nacogdoches
29. Marq Webinars
30. Nacogdoches High School College Fair
31. Neurodiversity in a Higher Education Environment
32. Niche: 6 Big Ideas from the Niche Class of 2024 Fall Survey
33. Professional Development Seminars
34. RNL: Top Ways to Harness Virtual Experiences and Video Content to Attract Prospective Students
35. SFA Leadership Program (four members)
36. SimpsonScarborough: Hey ChatGPT, Where Should I Go to College?
37. Social Media Strategies Summit for Higher Ed, Online
38. Software Development Principles - CSCI
39. Survey Insights: What Prospective Students Want
40. The Virtual Tour of Tomorrow: How Artificial Intelligence and Apply.com are Changing the Game