



# ST. LAWRENCE UNIVERSITY

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## UNIVERSITY COMMUNICATIONS

2018-19 ANNUAL REPORT





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# EXECUTIVE SUMMARY

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The University Communications division had many accomplishments to celebrate during the 2018-19 academic year. In October the University launched The Campaign for Every Laurentian, the largest and most ambitious fundraising effort in St. Lawrence's history. We partnered with University Advancement on a series of print and digital projects leading up to, during, and post-launch of the Campaign. A new Vice President and Dean of Admissions and Financial Aid started last summer, and we have built a strong strategic partnership with her and her team during the past year. University Communications, in partnership with Admissions, developed a new messaging strategy informed by the nation's leading educational marketing agency. The result was a redesigned Admissions Viewbook, which takes advantage of reconceived written and visual elements that embolden St. Lawrence's message to prospective students

The division continued to use and reference the three newly articulated divisional goals established last year. Several new business processes and tools were initiated, including a photo and video asset management system and a template-based design tool. We also moved to a freelance model to meet our growing need for video.

In August, 2018 we launched a refresh of [www.stlawu.edu](http://www.stlawu.edu). Our team worked collaboratively with IT and the new design enhanced both desktop and mobile experiences. While the visual appeal was updated, we did not address the underlying technology platform, information architecture, content, or web governance. These issues need to be addressed in the near future.

During the past 18 months, we have increased our focus on digital marketing, including a significant increase to paid tactics. This strategy included campaigns for enrollment designed to increase application submissions, yield, and brand awareness. We also added paid tactics

for targeted fundraising efforts. The strategy continued to yield positive results, and we have developed a plan to significantly increase our investment in this area during the 2019-20 academic year.

Enhancing St. Lawrence's local, national, and international profile and reputation are also important goals to help position the University as a top-tier liberal arts college. St. Lawrence continues to command a fair share of media voice among its New York Six peer institutions. In the Fall, external forces played a significant role in our work when US Senator Susan Collins '75 made headlines during the Supreme Court's confirmation process. University Communications worked tirelessly to manage the institution's reputation in national media as well as within our wider Laurentian community.

North Country Public Radio experienced significant transition with the retirement of three senior leaders, including the long-time station manager. In late April, Mitch Teich was named as the new station manager, and he began his duties on July 1.

As part of the recent reorganization of the Library and Information Technology division, Office Services began reporting to University Communications in mid-April. Office Services includes the print shop as well as the student, faculty, and staff mailrooms.

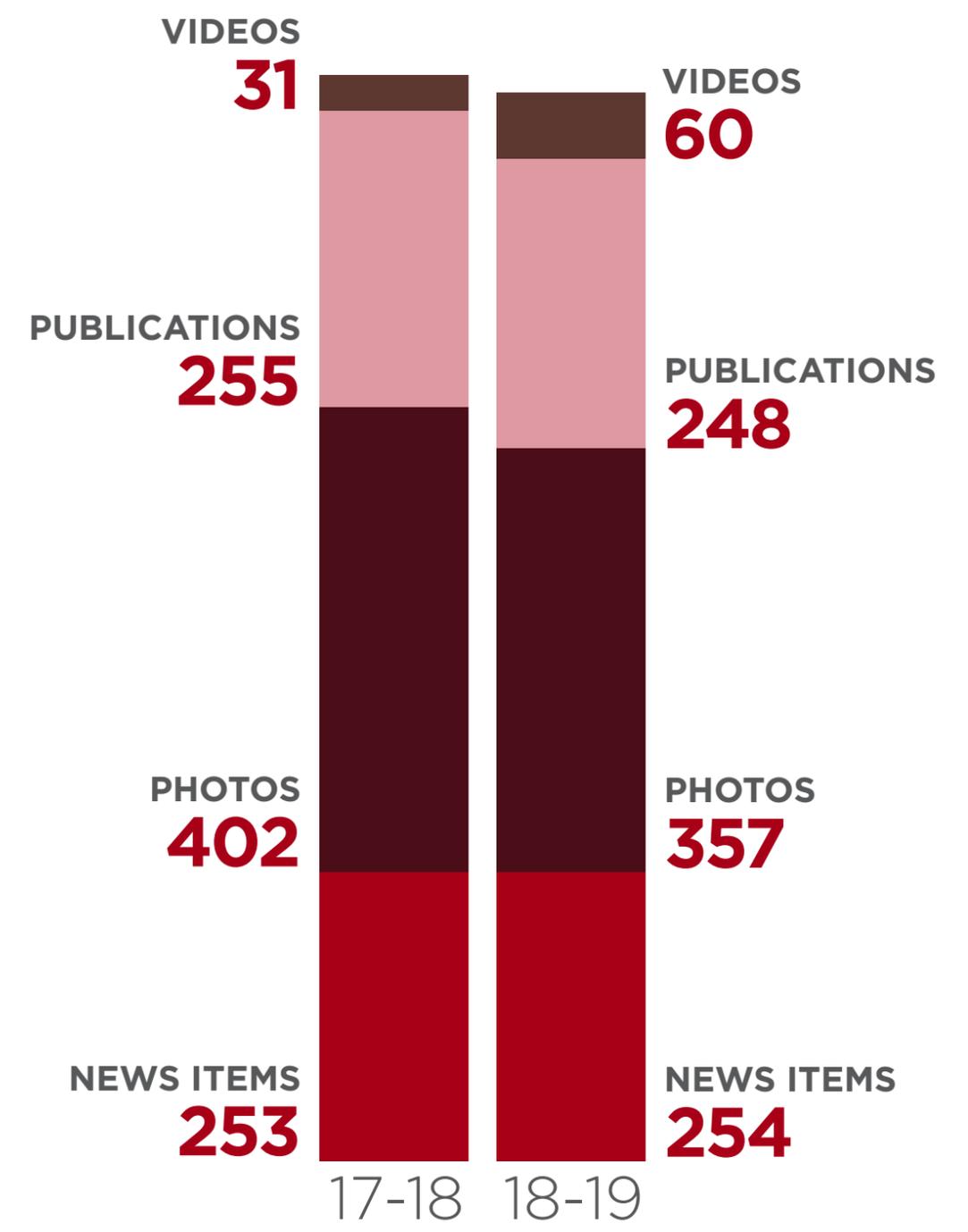
As we enter 2019-20, there will be several priorities for the division, including the continued development and use of our new and bolder institutional messaging strategy. Our strategic partnership with Admissions is a catalyst for building and executing a 30-month integrated communications plan for enrollment. Finally, continuing our collaboration with Advancement will be critical to help meet the fundraising goals for The Campaign for Every Laurentian.



# KEY OBJECTIVES

- 1** Increase our national visibility, enhance our academic reputation, and manage the institutional brand.
- 2** Develop communications and marketing strategies to help recruit an academically talented and diverse student body.
- 3** Develop communications and marketing strategies to help to build connections with Laurentians to support fundraising and engagement efforts.

# PROJECTS





# 2018-19 GOALS

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## **Strengthen brand awareness within and beyond our primary markets**

- Review, enhance, and share key messages more broadly
- Complete the refresh of the University website
- Enhance media coverage of St. Lawrence
- Review the current visual identity system
- Continue to support the North Country Public Radio mission and support the leadership transition

## **Develop an Integrated content strategy**

- Develop and implement a content liaison system
- Continue to expand the use of multimedia content
- Continue to use the magazine as the University's hallmark publication
- Focus on engagement and integration on social media
- Continue to implement targeted digital campaigns including the use of paid social media

## **Build strategic partnerships to support institutional goals**

- Develop and implement a campaign communications plan
- Develop and implement strategies to enroll an academically talented and diverse class of students
- Review and enhance current business processes and maximize our use of technology

# WEBSITE

After hitting a high of over 1.85 million total sessions in 2016-17, the 2018-19 numbers are closer to traditional, historic trends at 1.75 million. While there are fewer total people coming to the site, new visitors reached a five-year high at 689,136—64,000 more than the previous year. In addition, the percentage of visitors to the site who are getting to us via search engines, as indicated by the Organic Search statistics, was at a five-year high of 63.7%. Based on these numbers, many people are becoming aware of St. Lawrence for the first time.

In August of 2018, we launched the website refresh. While we don't have a full year's worth of statistics, we can see that some changes we made, especially on the homepage, are having an impact as we try to drive traffic to important content. For example, the About St. Lawrence page, which features many important statistics and pieces of information about the University, was elevated on the homepage and received over 4,000 more visits than last year. The Career services page saw its traffic go up by almost 1,000. Study Abroad content also saw a spike in traffic.

Traffic to the homepage continues to go down as more and more visitors are using search to find specific pieces of content. In addition, social media is driving visitors inside the site, as opposed to going through the front door.

To respond to these trends, we will need to continue to make sure the content and information architecture within the site serve to inform visitors who don't come through the homepage, and allow them to get to other areas of the site quickly and easily. An enhanced digital advertising strategy will also have an impact on our overall web traffic in the year ahead.

# WEBSITE: 2018-19 MOST VIEWED PAGES

# 799,568

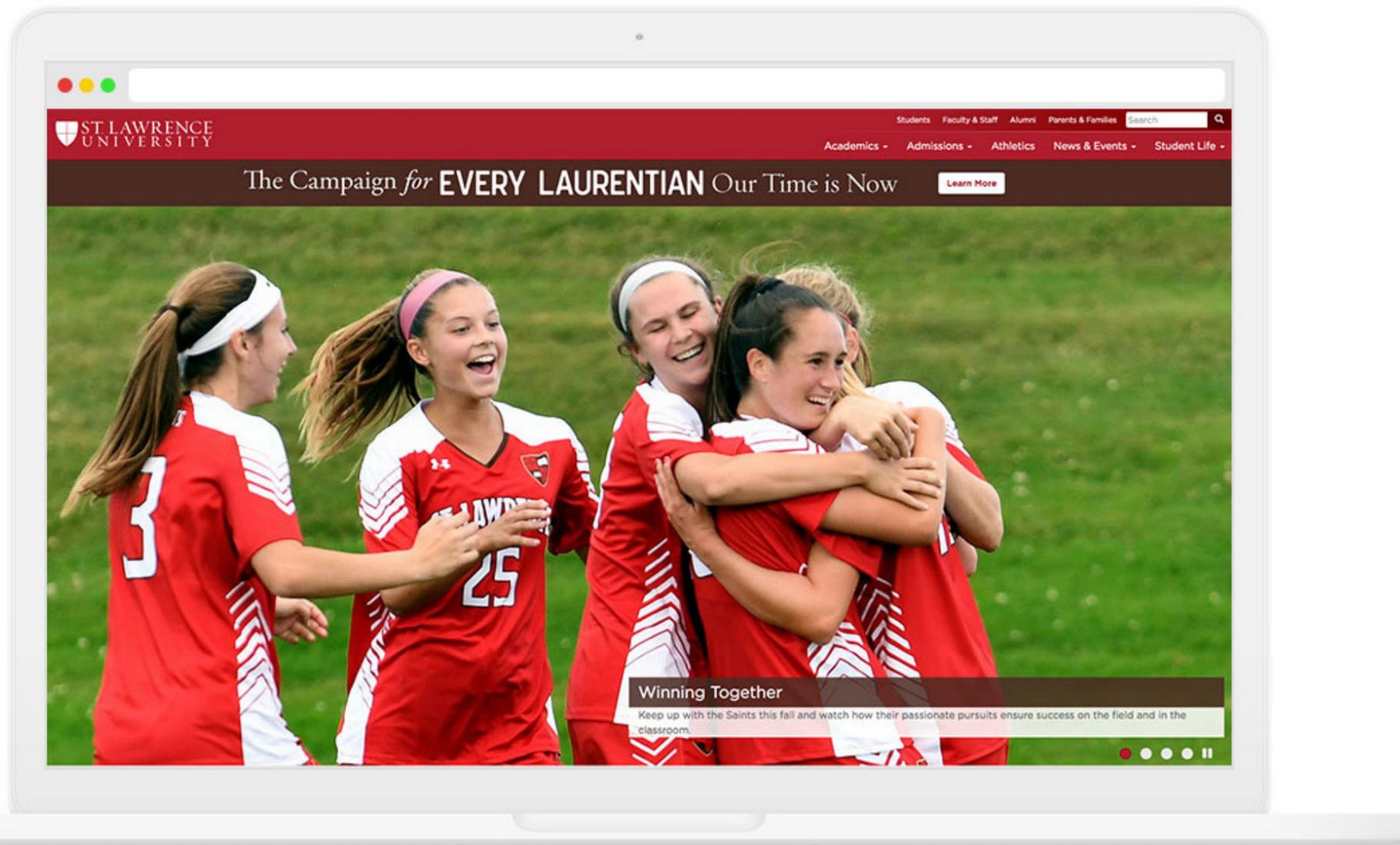
Homepage

# 116,421

Academics

# 76,395

Academic Calendar



**50,269** Admissions

**42,592** How to Prepare for Tests and Finals

**36,247** Alumni

**30,665** Study Abroad

**28,216** Financial Aid

**26,866** CIIS

**25,718** About St. Lawrence

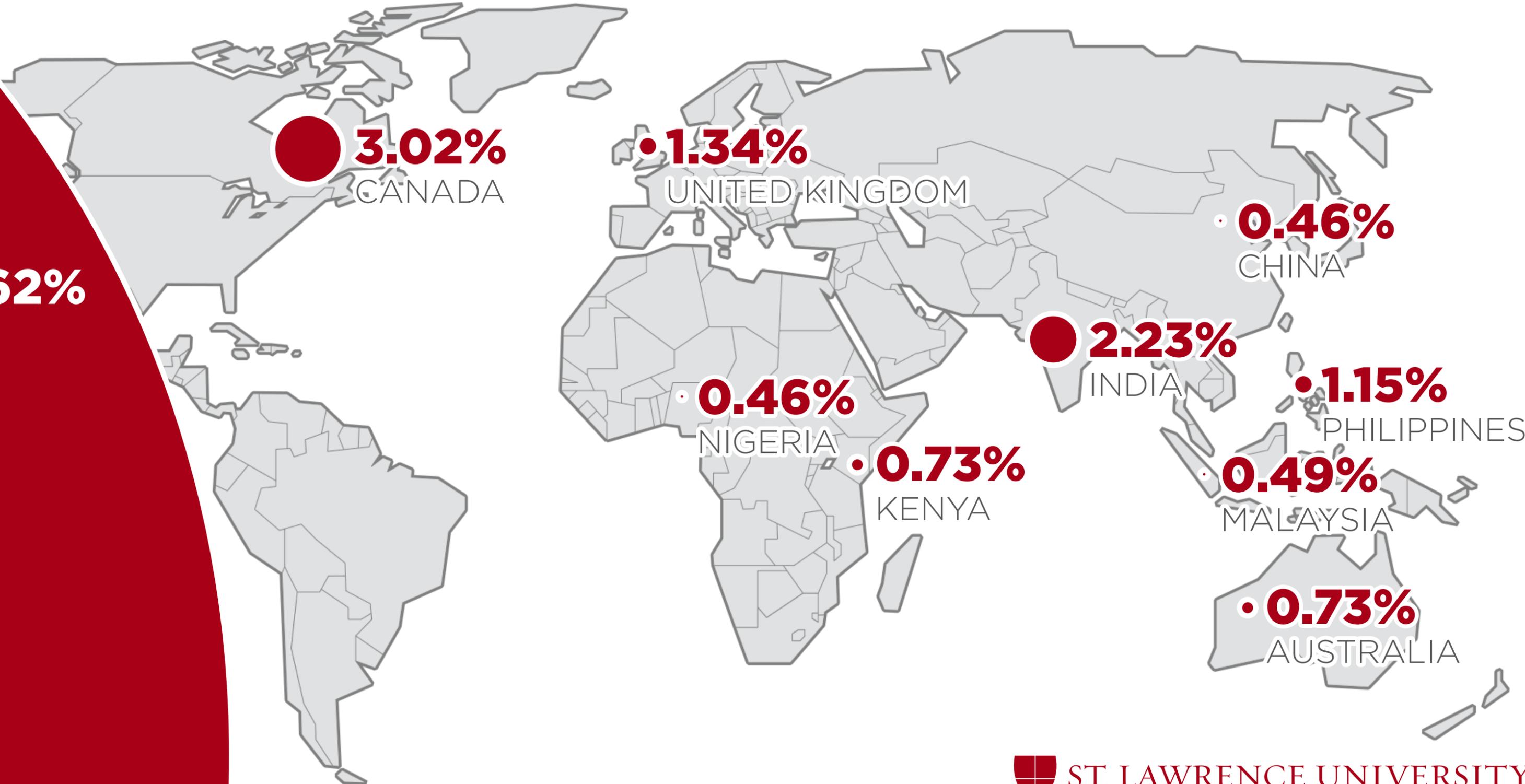
**23,781** Check Us Out (Admissions)

**20,519** Parents

**20,393** Campus Map

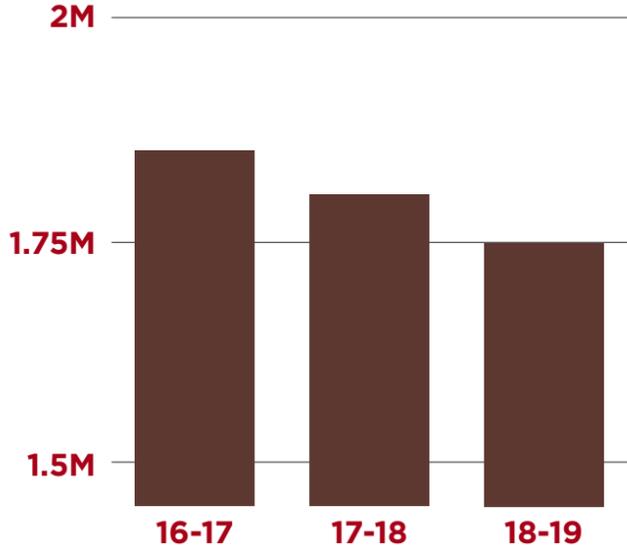
# WEBSITE: USER LOCATIONS

**78.62%**  
USA

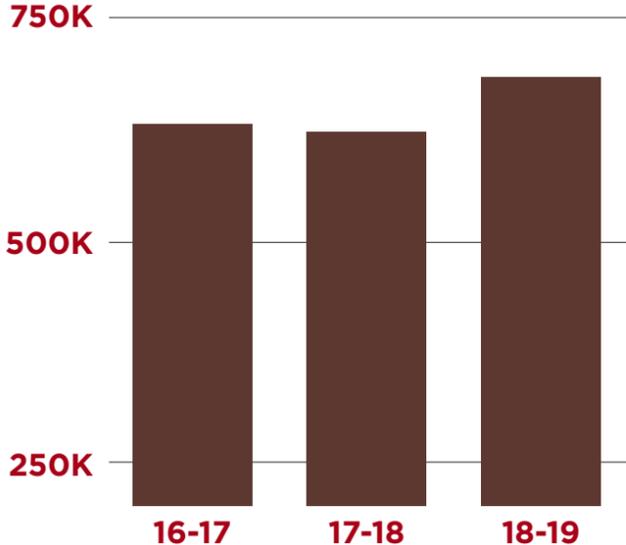


# WEBSITE: 3 YEAR TRENDS

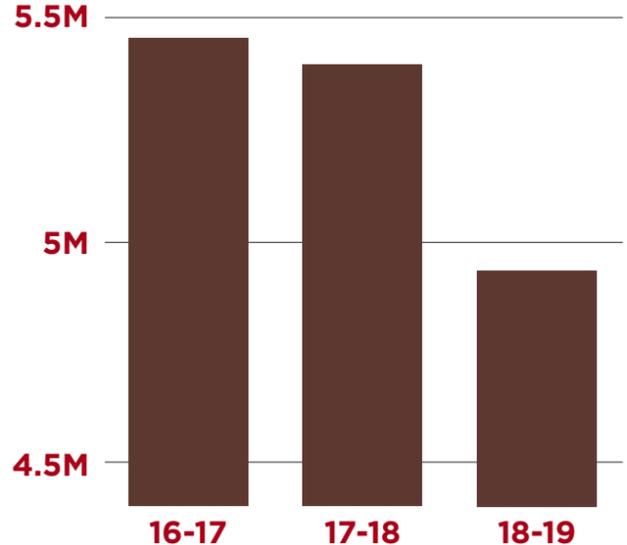
TOTAL SESSIONS



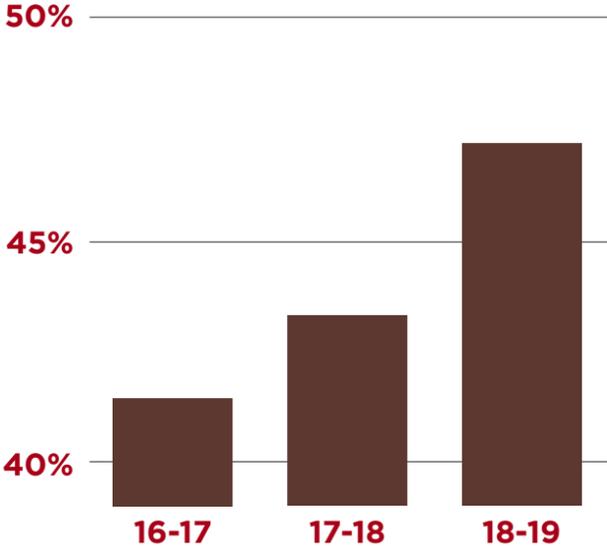
UNIQUE VISITORS



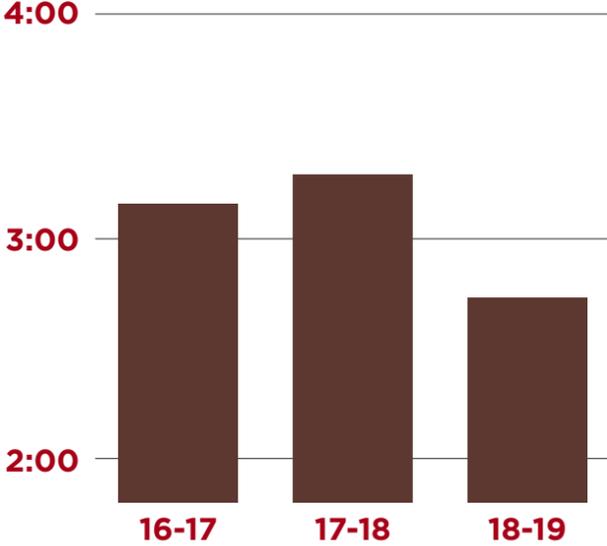
PAGE VIEWS



BOUNCE RATE

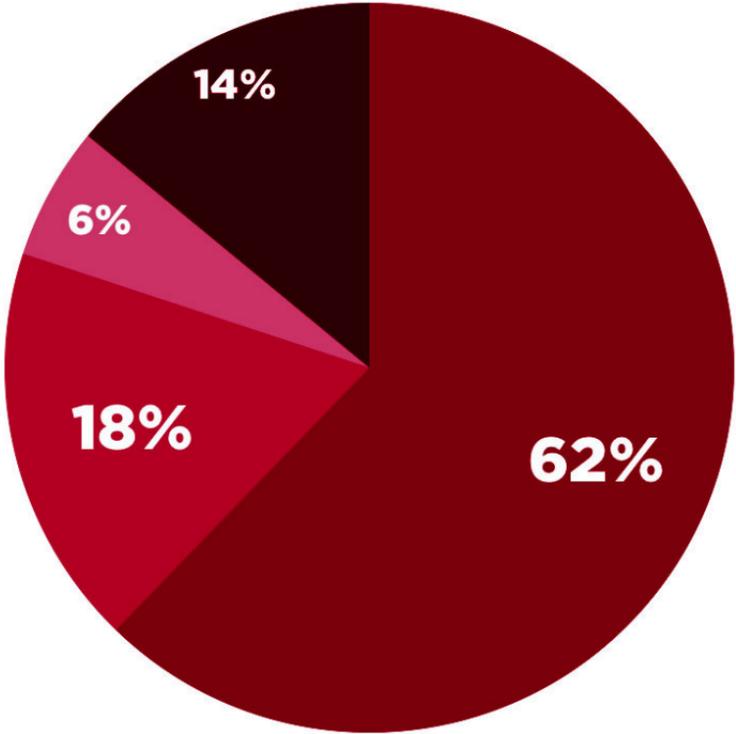


AVG SESSION

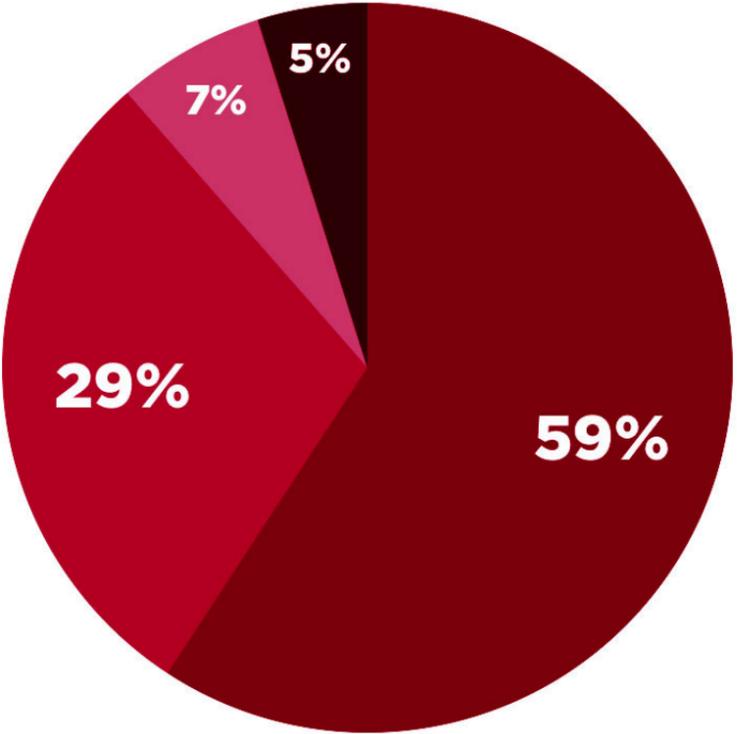


# WEBSITE: 3 YEAR TRENDS (INCOMING PATHS)

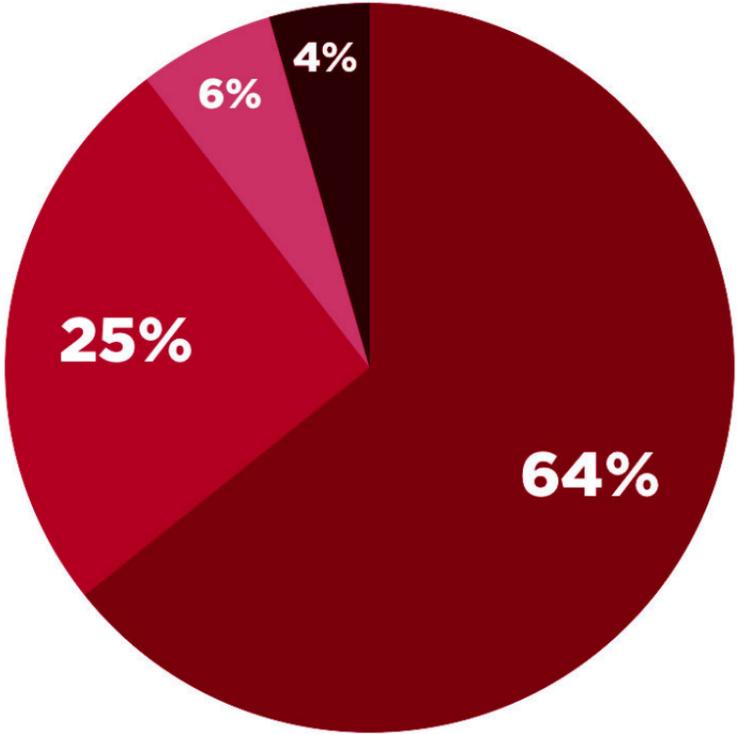
● DIRECT    ● SOCIAL    ● REFERRAL    ● ORGANIC SEARCH



16-17



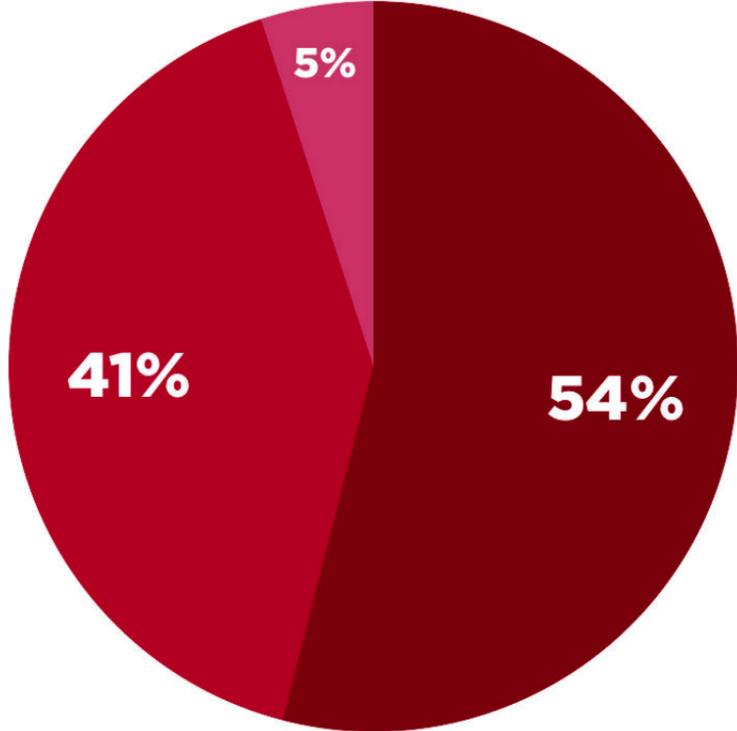
17-18



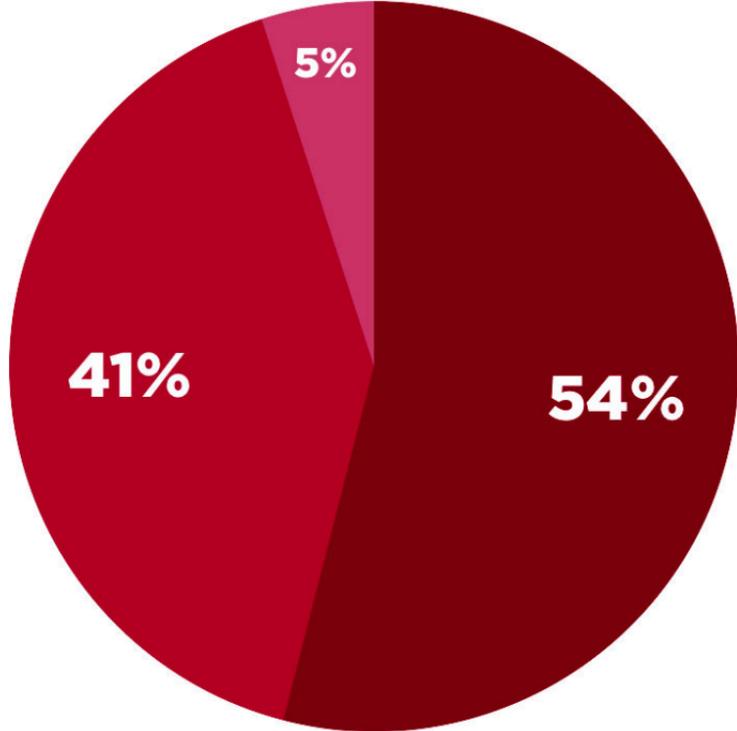
18-19

# WEBSITE: 3 YEAR TRENDS (DEVICES)

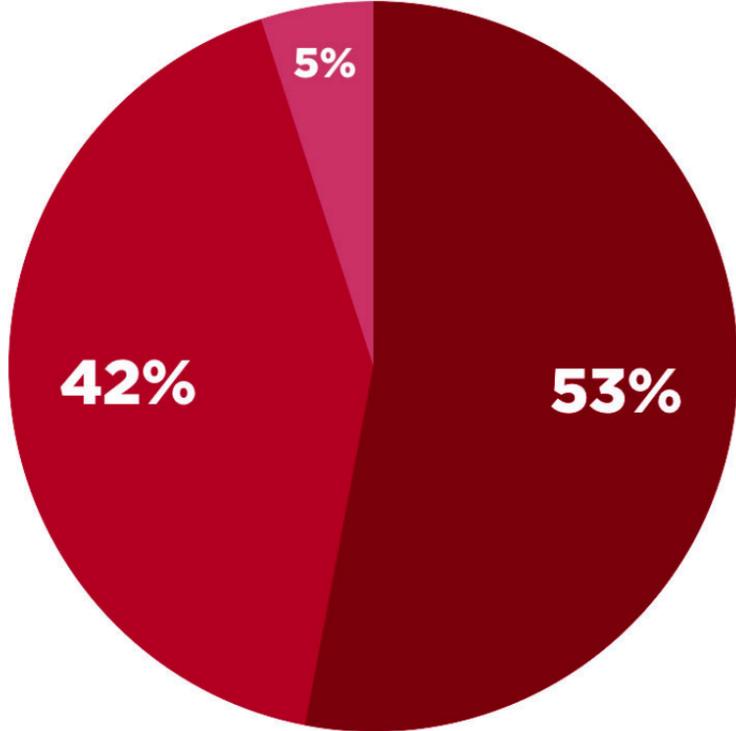
● DESKTOP ● MOBILE ● TABLET



16-17



17-18



18-19

# NEWS & MEDIA RELATIONS

The Director of Media Relations (DMR) works directly with faculty and professional departments to tell the St. Lawrence University story, to promote the intellectual richness of St. Lawrence's academic community, and to highlight the academic and professional successes of St. Lawrence's students. While this content lives at [www.stlawu.edu/news](http://www.stlawu.edu/news) and is widely shared on social media, in the alumni magazine and in various campus publications, it also is frequently shared with local, regional and national media outlets. Any coverage of St. Lawrence—from student achievements to faculty expertise to alumni promotions to sports coverage—contributes to what is known in public relations as “earned media.”

In order to enhance St. Lawrence's local, regional and national profile and reputation, the DMR works closely with a national media consultant to pitch faculty experts, opinion articles and institutional accolades to various media outlets across the United States. As a result, faculty and professional staff were featured in *USA Today*, *The Wall Street Journal*, *Forbes*, *Newsweek*, *Vox*, *The Hill*, *The Hechinger Report*, and *University Business*, among other regional, national and international publications.

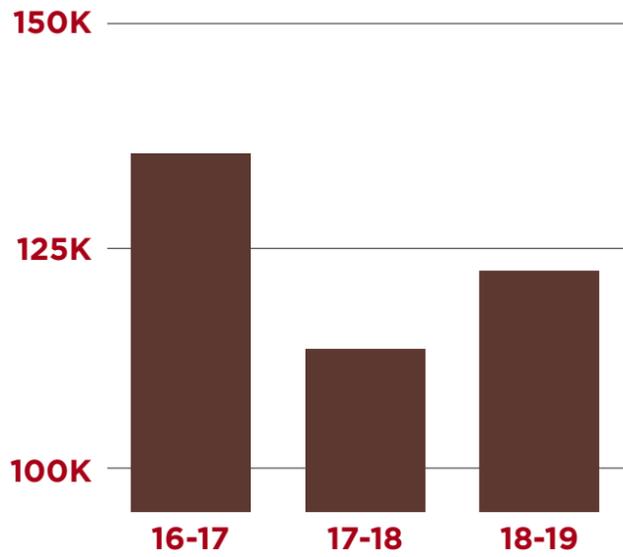
Part of the strategy to enhance St. Lawrence's visibility and name recognition is through recognizing student achievements using the platform Merit. Forty-six achievements were issued in 2018-19—an increase of 11 over the year before—resulting in 4,284 unique student stories. In addition to being emailed directly to students, Merit stories are sent to students' high school guidance counselors, local elected officials, and hometown news outlets. The result was nearly 300 media mentions resulting in 15,151,746 potential online views.

St. Lawrence continues to command a fair share of media voice among its New York Six peer institutions, which is significant considering the lack of any large media outlets in the North Country. Media voice includes press releases sent to local media outlets, faculty experts quoted by regional and national media, opinion article contributors, alumni achievements, and Merit student stories. While Athletics is not monitored by the DMR, Saints' D-I and D-III sports contribute significantly to the University's share of media voice.

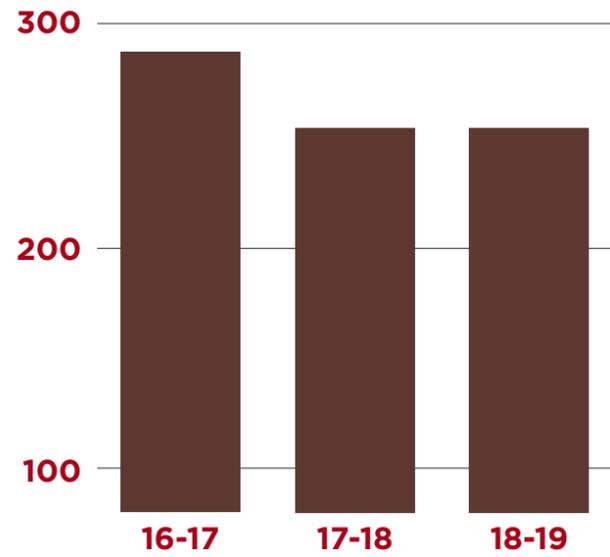
Unpleasant or unwarranted attention also contributes to the University's share media voice, even when the topic may be tangential to the mission of St. Lawrence. During a 2018 Supreme Court confirmation process, St. Lawrence was put under the media spotlight due to the prominence of U.S. Senator and St. Lawrence alumna Susan Collins '75. When a petition circulated calling upon the University to withdraw one of her two honorary degrees, national media, including Fox News, quickly latched on and created a “media storm” for St. Lawrence. Hundreds—if not thousands—of people called and emailed the University either in protest or support of the petition, often confusing the issue and accusing the University of wrong doing. Crisis communications then becomes a top-priority for senior leadership and the DMR, who serves as spokesperson for the University. Crisis communication situations demand large amounts of time, carefully worded statements, and accuracy and consistency in the messaging.

# NEWS

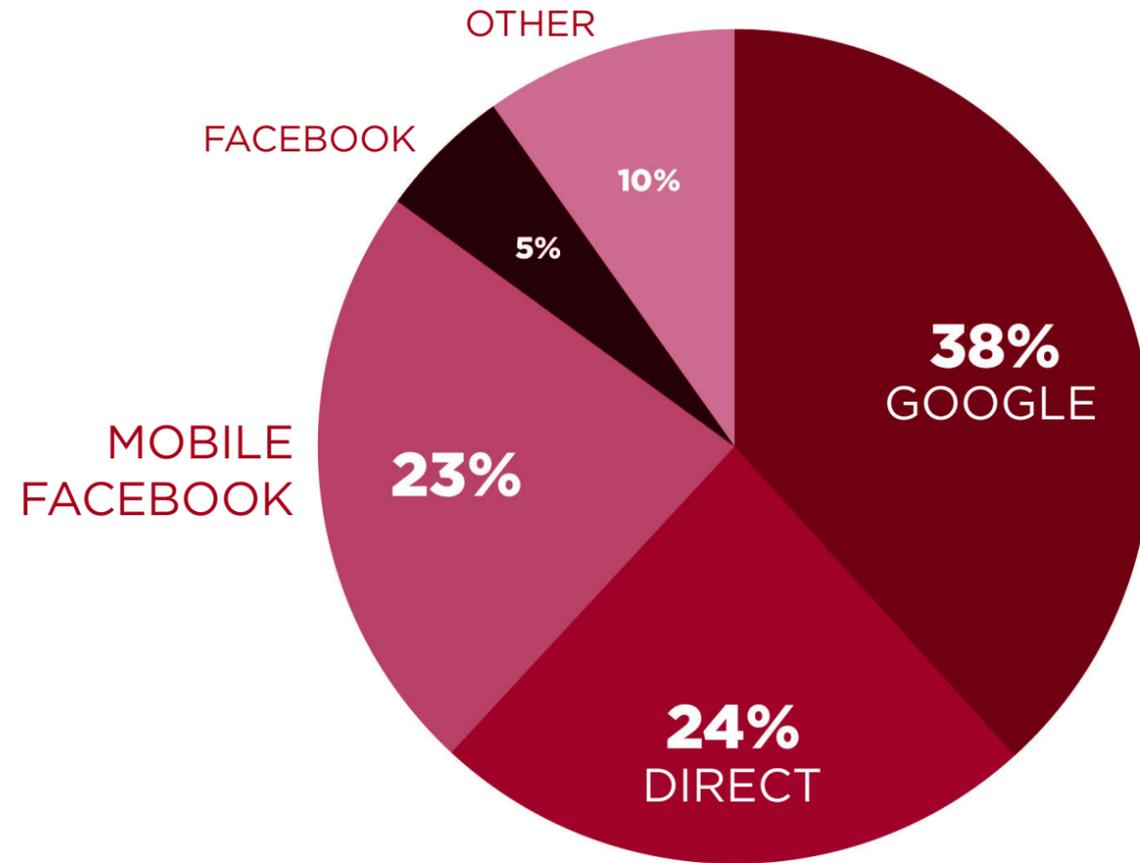
PAGE VIEWS



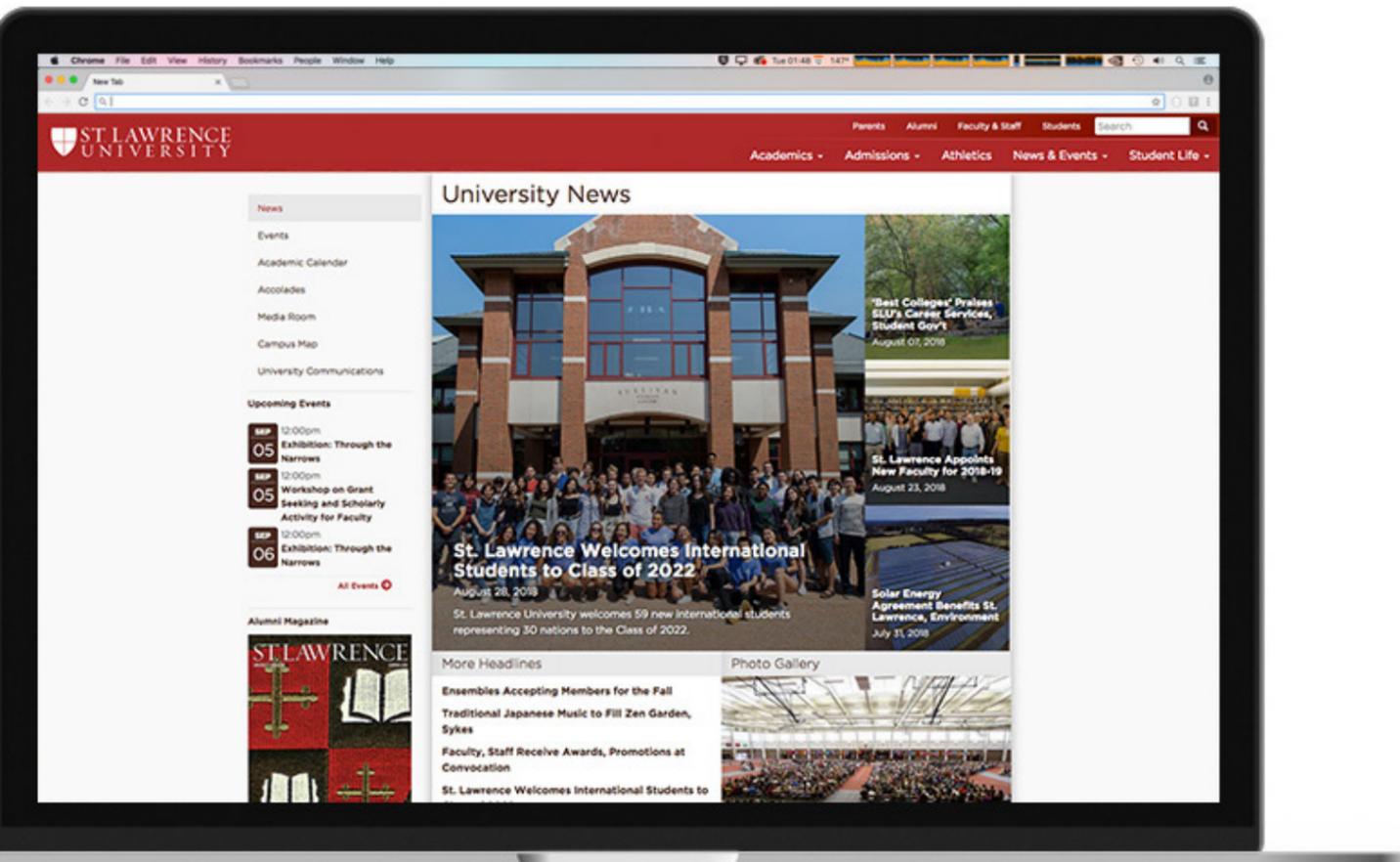
STORIES PUBLISHED



2018-19 PAGE VIEW SOURCES



<b>43990</b>	Google	<b>1877</b>	Bing
<b>27163</b>	Direct	<b>1097</b>	Instagram
<b>26572</b>	Mobile Facebook	<b>937</b>	Yahoo!
<b>5935</b>	Facebook	<b>842</b>	Campaign
<b>3394</b>	Twitter	<b>543</b>	Alumni
<b>2082</b>	LinkedIn	<b>532</b>	Athletics



# MEDIA RELATIONS

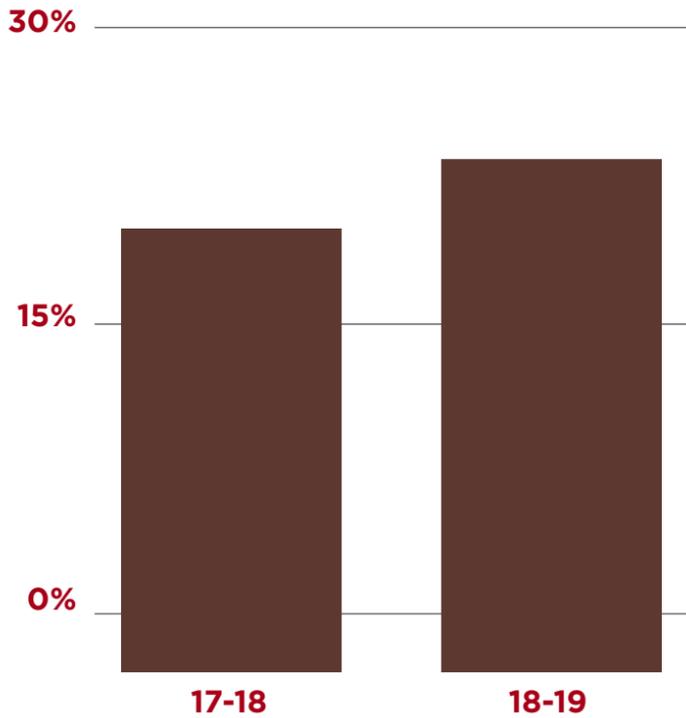
# 4,117,679,340

Viewers Reached\*  
3,846,422,105 in 2017-18

### MERIT STATISTICS

- 46** Achievements Recognized  
up from 35
- 4,023** Emails Sent  
up from 2,475
- 7,246** Merit Pages  
up from 6,539
- 606** First-Time Student Logins
- 3,997** Merit Stories
- 3.53 M** Social Impressions  
up from 821,733

### SHARE OF VOICE - NEW YORK SIX\*



\*media data uses a media monitoring software analysis

# MARKETING

With the addition of the marketing coordinator position, the marketing team was able to dedicate more resources where we saw the greatest potential for growth and impact, as well as dig deeper into the data to make even better short- and long-term content decisions. For years, Facebook has been the platform where St. Lawrence could engage the most members of our community as well as broaden the reach of our brand to others not as familiar with St. Lawrence with our posts. But this year, Instagram began rivaling Facebook's impact on our community in many ways.

- With St. Lawrence reaching 10,000 followers on Instagram in 2018, the University was then able to include direct links to our website and other content directly through the Instagram Stories feature.
- Instagram Stories became the third-highest driver of traffic from social media to St. Lawrence's website in 2018-19 (behind Facebook and Twitter, respectively).
- The entire Instagram platform drove more than 5,000 click-throughs to St. Lawrence's website, about 2.5 times more than in 2017-18.

Another platform the marketing team focused on more was LinkedIn. Our efforts to post more on this platform yielded more than double the traffic to the website than the platform had the previous year. This increase, coupled with the Instagram efforts, helped account for a slight decline in total click-throughs from Facebook, where reach and engagement continue to slightly decline year over year.

In addition to in-house digital marketing efforts, Communications and Admissions partnered with Carnegie Dartlet throughout the Fall 2018 semester to execute digital ad campaigns that mostly targeted those students who were more likely to apply Early Decision. Overall, this effort, which included Display Retargeting and IP Targeting campaigns, generated 3,135 clicks, 2,367,248 impressions and 94 conversions.

In the coming year, the marketing team will focus on leveraging social media to increase brand awareness, as well as increase engagement among the Laurentian community (defined as those who follow the University on the various platforms), all powered by messaging strategy developed by Carnegie Dartlet. Our admissions organic efforts will be complemented by robust digital campaigns that will once again be executed by Carnegie Dartlet.

# SOCIAL MEDIA: FOLLOWER GROWTH

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FACEBOOK



**+1,412**

19,111 Total Followers

TWITTER



**+350**

6,642 Total Followers

INSTAGRAM



**+2,306**

10,247 Total Followers  
@StLawrenceU

INSTAGRAM



**+180**

6,041 Total Followers  
@everylaurentian

LINKEDIN



**22,739**

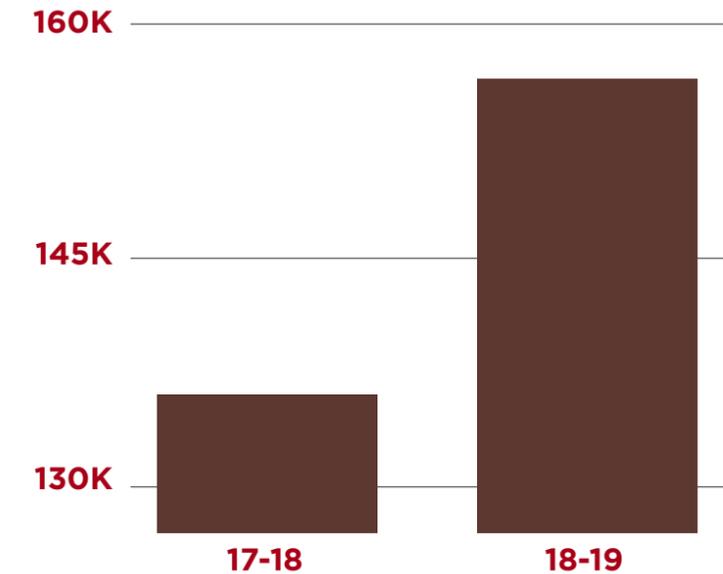
Total Followers

# SOCIAL MEDIA REACH

## ORGANIC REACH



## PAID REACH



## In-House Paid Social Media Strategy

St. Lawrence continued to strategically invest resources into paid social media campaigns that creatively drove specific audiences to complete desired actions: make a purchase, apply, make a gift, register for an event, and enroll. Most notably, the Admissions Apply campaign contributed to the second-most number of applications ever, while the Bookstore campaigns led to significant increases in orders and revenue generated compared to the same time periods in 2017-18.

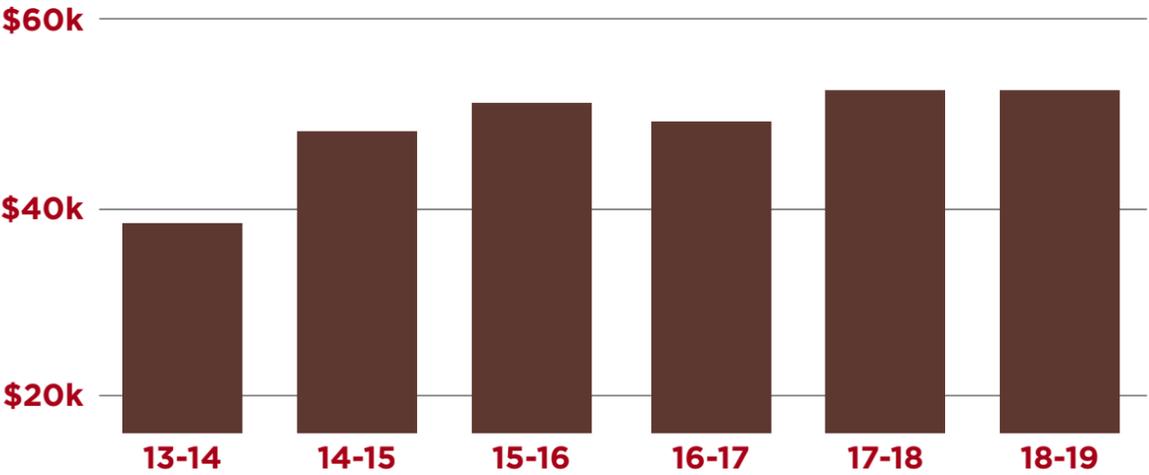
## Large Paid Social Media Initiatives in 2018-19

- “The Campaign for Every Laurentian” Launch Attendance Campaign (Sept.-Oct. 2018)
- Brewer Bookstore Holiday & Gretchen Scott Campaigns (Nov.-Dec. 2018)
- Admissions Regular Decision Apply Campaign (Dec. 2018-Feb. 2019)
- Brewer Bookstore 20th Anniversary Campaign (Feb. 2019)
- Academic Affairs Summer Program Campaign (March 2019)
- Admissions Yield Campaign (March-April 2019)

# BRAND PROMOTION AND MANAGEMENT

## GROSS ROYALTIES PAID

The Paid Receipts shown in this graph include Accounting transactions, of Royalties, Advances, Audit Recovery, Fees, Interest and Others, as PAID each Fiscal Year.



### During the 2018-19 Academic Year:

- University Communications met with Athletics about expanding the Spirit Brand’s use to include student clubs and organizations. The departments agreed upon a number of marks that student clubs and organizations were able to begin using in their collateral, while maintained a number of marks for Athletics-use only. This helped alleviate an ongoing issue of student clubs and organizations creating their own logos that did not best reflect the visual identity of St. Lawrence.
- St. Lawrence continued its partnership with Learfield Licensing, which became Learfield IMG College in early 2019.
- Laurentian Engagement’s efforts to add a St. Lawrence University license plate to the list of colleges available for New York State drivers were successful. The early December 2018 announcement was met with much excitement from our University community.

### Looking ahead to 2019-20, the University’s goals include:

- Pursuing more partnerships with well-known brands that are advantageous to align with the hopes of advancing the University’s brand in spaces where Laurentians are eager to purchase products and apparel that promote St. Lawrence.
- Working closely with other entities on campus to implement two processes that will give our on-campus community the ability to more easily purchase products through licensed vendors, and fundraise/sell branded products online, while giving University Communications a better sense of what is being produced within this cohort.
- Updating the Student Usage Style Guide as well as the University’s Academic Style Guide to better align with our community’s needs while making it easier to create correctly-branded collateral across campus.

# ADMISSIONS TACTICS

The following sampling of projects, initiatives and tactics helped Admissions earn the second-highest number of applications in the University's history, as well as recruit a class with the highest average GPA in 20 years and one of the highest percentages of U.S. students of color in St. Lawrence's history.

- 63 Admissions print publications/projects
- Enhanced Paid Social Media 'Apply' and 'Yield' Campaigns
- Enhanced Admissions-specific organic social media projects, including two successful Q&As for prospective students via Instagram Stories
- Viewbook Blitz: Eight hours of brainstorming between Communications and Admissions that informed the production of the 2019-20 viewbook, facilitated by Carnegie Dartlet
- Redesigned the 2019-20 Viewbook using the Carnegie Dartlet Messaging Guide
- Redesigned the "Get Career Ready" outcomes piece using the Carnegie Dartlet Messaging Guide and added a new outcomes landing page to complement the print piece
- Created a Class of 2019 Outcomes website to showcase the most recent graduates' outcomes
- Developed a 30-month Admissions Communications Plan (Sophomore Fall through Senior Apply) that includes print, paid digital and paid social media for the Classes of 2024, 2025, and 2026

# ADVANCEMENT TACTICS

## Key projects

- 121 Advancement-specific projects
- Assisted with the public launch of the Campaign
- Launched and supported Campaign website (<https://campaign.stlawu.edu>)
- Initiated journey mapping technique for communications planning
- Initiated Campaign Communications Strategy monthly meetings
- Supported 1856-Minute Challenge

## Looking Forward

The University Communications division will continue a focus on work for the advancement area and specifically the Campaign. We will look to take advantage of projects that can serve a dual marketing purpose with both Advancement and Admissions in the coming year.

## Fundraising Results

**\$160M**

The Campaign has raised \$160 million in new gifts and commitments

**\$7.1M**

Gifts to the St. Lawrence Fund totaled a record \$7.1 million, surpassing our goal of \$6.8 million, representing a

**13% increase over last year.**

**\$9M**

Our gifts for operations, which are budget relieving gifts, reached a record \$9 million, surpassing our goal of \$8.1 million, a

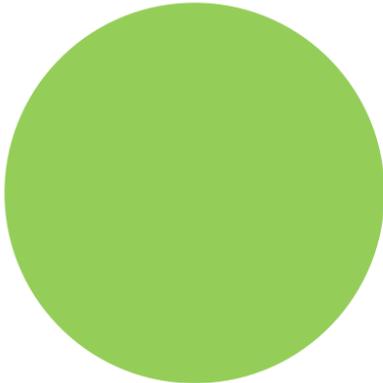
**22% increase over last year.**

# INSTITUTIONAL MESSAGING STRATEGY

What makes St. Lawrence stand out from its peers and other small, liberal arts colleges? How can the University accurately convey this to prospective students and families to help them best understand the value of a St. Lawrence education? In the early fall of 2018, Communications and Admissions partnered with Carnegie Dartlet, a full-lifecycle marketing communications firm that offers a portfolio of services to transform higher education brands, to assist with this effort. The existing professional expertise in University Communications has been enhanced by the engagement with the Carnegie Dartlet team.

In early November 2018, Carnegie Dartlet facilitated in-depth dialogue with 574 diverse stakeholders of St. Lawrence University—faculty, staff, students, alumni, and leadership—using in-person workshops and online surveys to find out what the authentic personality and story of St. Lawrence is at its best. This led to a comprehensive personality-based messaging guide that was delivered to St. Lawrence in January 2019.

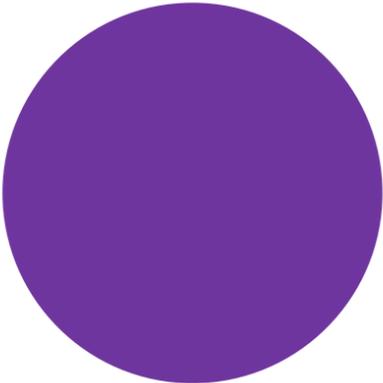
Implementation began immediately: most notably, Admissions’ yield publications were overhauled in time to be deployed by mid-March. Web, video, and photo content that was set to be released during the critical yield months of March and April were all developed to align with the three strongest aspects of St. Lawrence’s personality. The University’s social media strategy immediately began to take the personality messaging into account when developing captions, visuals, and debating how best to portray St. Lawrence. A comprehensive integrated content strategy rooted in the University’s personality will be a work on progress throughout the 2019-20 year.



## COURAGEOUS EXPLORER

Adventurous and curious, driven by the quest for discovering the unknown. Delivers progress and a thirst for knowledge and exploration. Values investigation, questioning, and trailblazing. Causes people to feel empowered and enlightened.

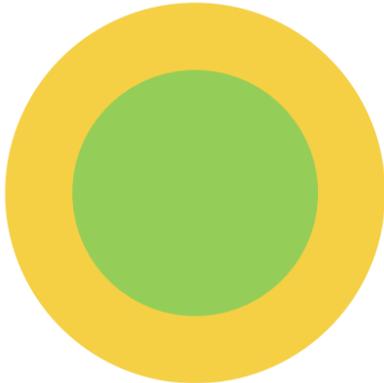
**EXPERIENTIAL  
ADVENTUROUS  
GLOBAL**



## WELCOMING PROVIDER

Supportive and selfless, driven by compassion, warmth, and the desire to care for others. Delivers friendliness, positivity, and attention. Values responsiveness, commitment, and kindness. Causes people to feel safe and supported.

**EMPOWERING  
FRIENDLY  
SUPPORTIVE**



## BRILLIANT INSPIRER

Intelligent and dynamic, driven by a sense of wonder and a desire to bring the future to life. Delivers advancement, ingenuity, and radical openness. Values newness, experimentation, and transformation. Causes people to feel awe and amazement.

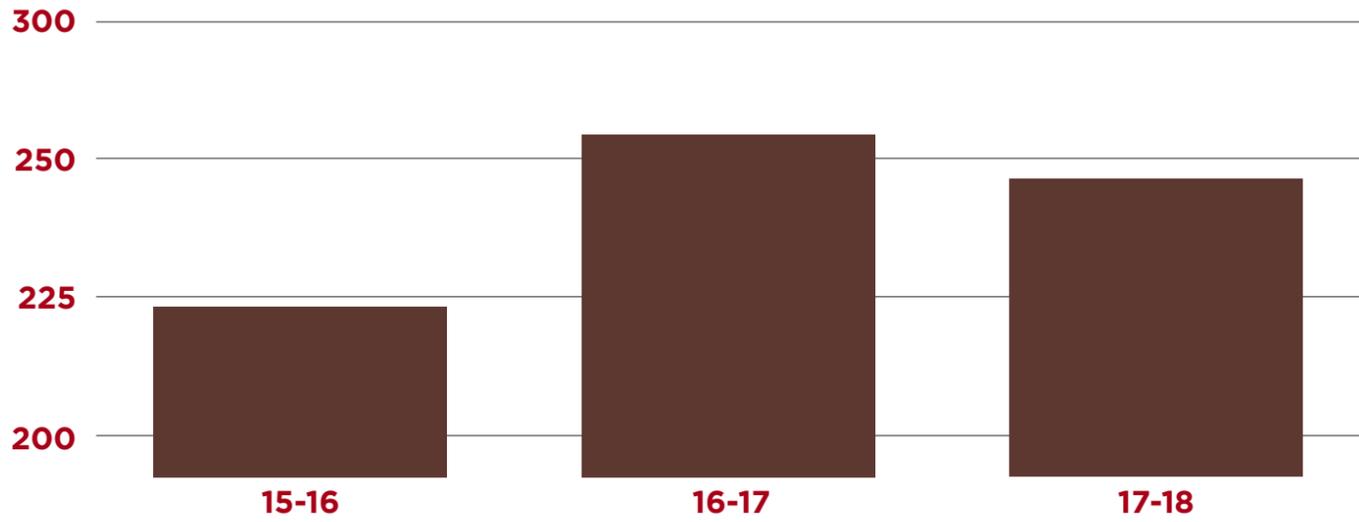
**TRANSFORMATIVE  
COLLABORATIVE  
PASSIONATE**

# PUBLICATIONS

Print projects remained steady in terms of the number of assignments but varied more than usual with the launch of the fundraising Campaign. Additional signs, banners, and graphics were needed to help make the launch a success. The first full year of using a network of freelance designers during peak time periods worked well, and we look forward to continuing that tactic during the next year. In addition, we will be working with office services to implement an online template-based system for postcards and posters on campus.

# PUBLICATIONS

## TOTAL PRINT JOBS



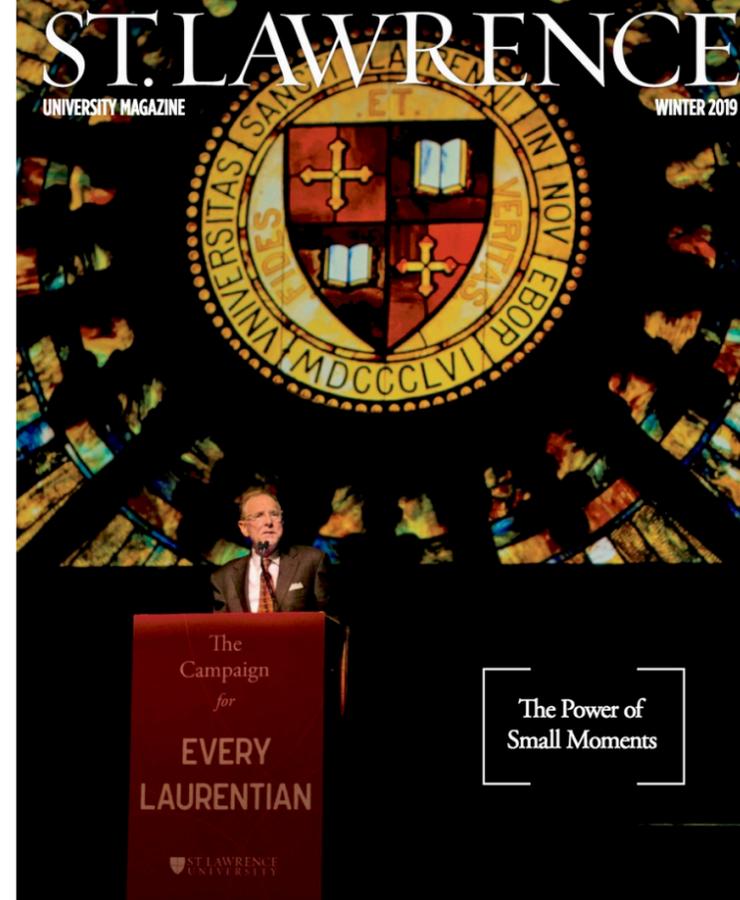
## AWARDS

The Campaign Newsletter won a Gold Award for Creative Excellence in Marketing and Communications in Education from CUPRAP (College and University Public Relations and Associated Professionals) and a CASE District II Silver Award.

# CUPRAP



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION®



# VISUAL COMMUNICATIONS

## PHOTOGRAPHY

This year, University Communications implemented a new asset management tool; PhotoShelter. It took a full year to edit and transition the existing photo collection from University (IT supported) servers and upload to PhotoShelter, a curated collection of images that can be shared with departments or individuals across campus, allowing them to search collections of images specific to their needs. The University Communications team has full access to the database and can search for anything they need, whenever the need arises. This cuts down on the number of requests for photos coming to one person and the amount of time spent searching by one person. This system will continue to evolve in the coming year.

The team worked hard this year to make better and more targeted decisions in photography shoots. Ensuring that staff resources aligned with divisional goals and objectives was critical and impacted decision making on what projects to consider.

When it came time to update the admissions viewbook, we built the wireframes and majority of the content and targeted specific shoots for the project. A publication with a stronger message was built because of a better process.

## VIDEO

After the process of hiring a full time videographer failed last fall, a new model for the position was created having a primary freelance videographer for high-end production and a team of student videographers for more in the moment, or social media specific work. That model produced our most popular video ever with the President's holiday message (58,700 views) and more videos were produced than had been previously with a full time staff member. (60 compared to 31 in FY 17-18).

Three student video profiles were selected to represent each of the three CD personalities and specifically BUSLA and Public Health so we could rebrand them for the Campaign site. To support Advancement and Campaign priorities, we produced a total of 11 videos, including the two student profiles mentioned above.

# PHOTOGRAPHY

---

**218**

Non-Athletics  
Photo Shoots

**272** (17-18)

**68**

Athletics Specific  
Photo Shoots

**106** (17-18)

**71**

Freelance & Student  
Photo Shoots

**24** (17-18)



# VIDEO

---

## PRODUCTION HISTORY

**36**

16-17

**31**

17-18

**60**

18-19

## 2018-19 VIEWS



**19,000**

**19,733** (17-18)



**6,080**

**22,529** (17-18)



**210,900**

**268,843** (17-18)



**88,411**

**32,202** (17-18)

# OFFICE SERVICES

In August 2018 large format printing was consolidated from the three locations across campus to Office Services. During the consolidation we relocated the technician position to the Print Shop from ODY. The Print Shop team successfully printed a total of 990 large format posters and canvases throughout FY19. Several goals for the consolidation include increased customer satisfaction, increased quality control, and being a campus partner. Through the consolidation a high level of quality was maintained and customer demands were met with quick turnaround times while continuing to meet deadlines for all print requests. Signage was placed throughout Vilas ensuring students knew which room to pick up their posters. The staff worked as a team to meet everyone's large format requests. In preparation for the Festivals of Science and Creativity, print workflow process were adjusted for large format printing enabling the team to increase efficiencies and produce a large volume of posters in a short amount of time. The feedback received from academic departments was very positive. Many departments stated the Festivals of Science and Creativity were successful, the quality was high, and overall students and faculty had a great experience working with the Print Services.

Print Services experienced an increase in production from FY2018 to FY2019. The number of print requests increased from 2,526 to 3,119. The number of print jobs increased from 3,241 to 4,170. The number of large format posters and canvases increased from 704 to 990 FY19. The overall growth can be attributed to the copiers installed in the fall of 2017 which have improved capabilities, utilizing the copiers for envelope printing, a partnership with Creative Services, the consolidation of large format printing, and printing for the Campaign where quick turnarounds were imperative.

Looking ahead one area of growth is large format. There is a need to evaluate whether it is cost effective and if there is a demand to expand substrate offerings to include vinyl banners, fabric wall coverings, etc. Producing canvas wall hangings has growth potential not only in production yet also revenue. A second area of growth is to educate the SLU community of the services provided to both the University and for personal jobs. Goals for next year include participating in new faculty orientations, the Office Services webpage will be updated to include more information about services and resources for clients, and partner with Creative Services to utilize new software for the creation of PDFs which will maintain the St. Lawrence University brand.

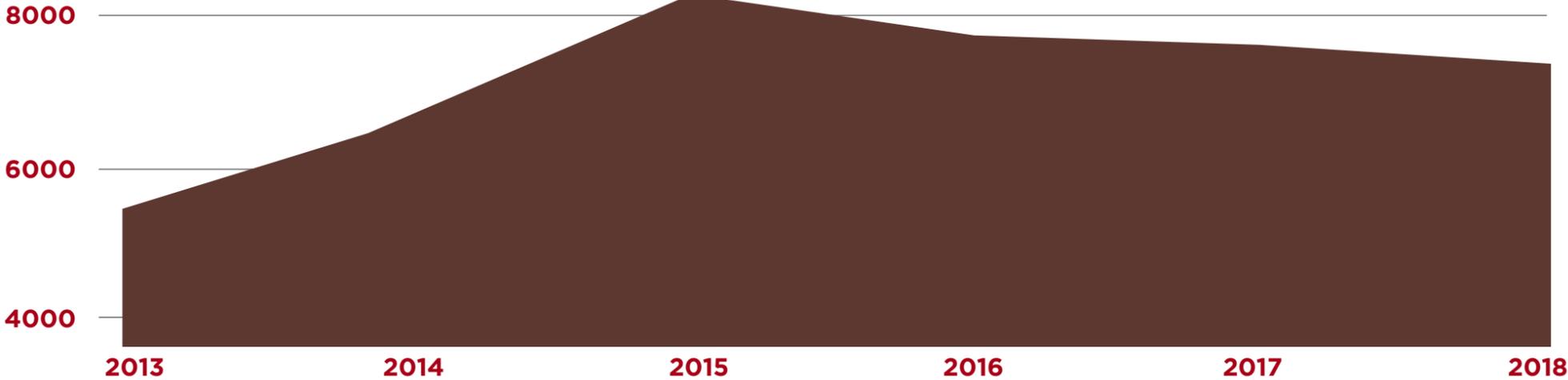
The Student Mail Center (SMC) continues to face challenges with the amount of packages received at beginning of each semester. The data shows that the total number of packages received was flat from FY18 to FY19, however volumes increased from FY17 by 1,410 packages. The critical times in the SMC continue to be the first six weeks of each semester. During these twelve weeks 40 percent of the annual volume of packages are received. It will be critical to increase our efficiencies resulting in decrease of handling packages, quick delivery, and storage of packages during peak times. In the coming year identifying and evaluating best practices from peer universities, focus on training the new student workers, and continuing the senior student leadership project will be important goals.

The Faculty/Staff Mail Center processes incoming and outgoing mail and outgoing packages. We work to reduce mailing costs by comparing shipping costs for FedEx, UPS and USPS and provide cost effective options for our customers. In the coming year we are working to automate reporting and identifying cost savings achieved.

# STUDENT MAIL CENTER

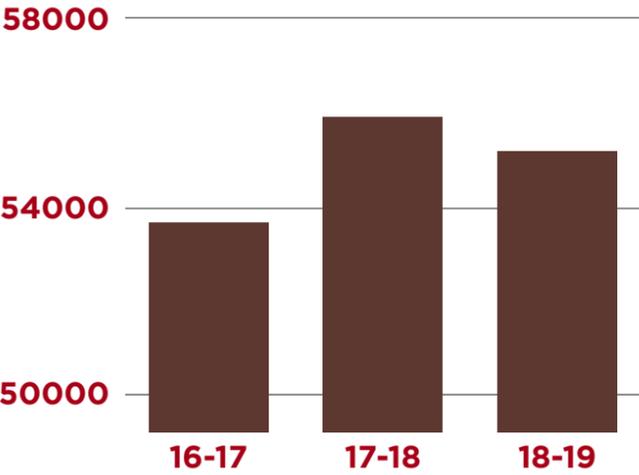
## STUDENT ARRIVAL PACKAGES PROCESSED

During a 17 -18 day span, starting 2 days before classes begin fall semester.



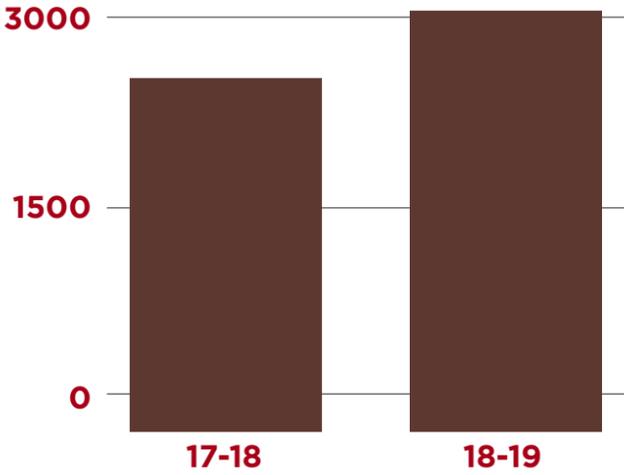
## TOTAL ANNUAL VOLUME

Including 1st 6 weeks of each semester

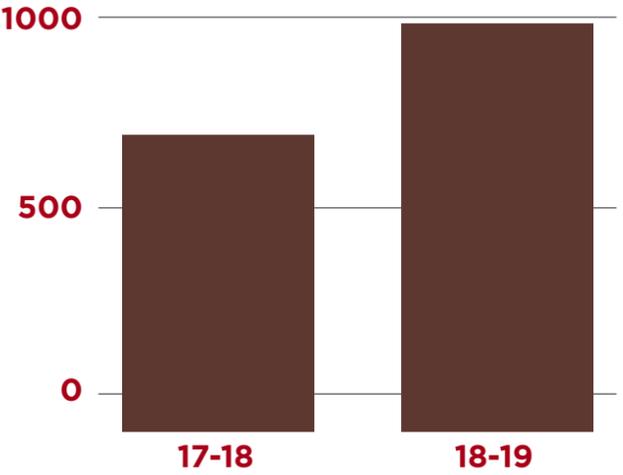


# PRINT SHOP

## TOTAL TICKETS BILLED



## TOTAL LARGE FORMAT JOBS



## TOTAL REVENUE FY19

**\$130,974.27**

# 2019-20 GOALS



# 2019-20 GOALS

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## **Strengthen brand awareness within and beyond our primary markets**

- Continue to implement a new personality-based messaging platform
- Enhance media coverage of St. Lawrence
- Investigate and implement a new virtual tour
- Continue to support the North Country Public Radio mission including support for the leadership transition and strategic planning process

## **Develop an integrated content strategy**

- Continue to refine the content liaison system
- Continue to expand the use of multimedia content
- Continue to use the magazine as the College's hallmark publication
- Focus on engagement and integration on social media
- Continue to implement targeted paid digital campaigns

## **Build strategic partnerships to support institutional goals**

- Continue to implement a Campaign communications plan
- Develop and implement a 30-month admissions communications strategy
- Review and enhance current business processes and maximize our use of technology
- Build a comprehensive technology plan to support digital communications
- Complete a review consultation for the University Communications division

## **Develop a best-in-class printing and mail services area**

- Review and enhance the relationship between the University Communications office and Office Services
- Continue processing tangible materials to ensure they reach the required endpoints and producing high quality printed media
- Investigate potential physical space solutions for the Student Mail Center