

# Annual Assessment Report

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## Executive Summary

As the final step of the AES assessment process, each AES unit is required to submit an Executive Summary. The Executive Summary is a short document which provides an overview of the Unit, and the overall assessment process, highlights key findings and provides recommendation and next steps.

**Unit name:** Marketing & Communications

**Assessment year:** 2022-2023

### Unit Mission

The Marketing and Communications Department (M&C) develops and implements strategies supporting the achievement of LaGuardia's mission and goals for student recruitment, enrollment, education, retention and graduation. M&C provides direction, expertise and oversight of marketing and communications to the College community and external audiences; assures adherence to LaGuardia's brand messaging and visual identity; and ensures communications are effective and efficient.

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## Assessment Results by Goal and Objectives

### Goal 1:

Develop and implement marketing and communications strategies that increase the number of prospective and current students.

### Supporting Strategic Plan Goals:

1. Build Student Access and Success

a. Develop new enrollment strategies (off-sites, iGen and older students) and more fluid connections from ACE to credit, and credit to ACE.

Objectives	Method and Measure
1.1: Increase number of prospects and applicants through targeted and strategic communications and advertising plans.	<ul style="list-style-type: none"><li>• Total applicants</li><li>• Digital advertising analytics (CTR).</li><li>• Unique webpage views.</li><li>• Time spent on site.</li><li>• Number of leads.</li></ul>
1.2: Support continuing student retention through continued refinement and implementation of communications plan.	<ul style="list-style-type: none"><li>• Email open rates.</li></ul>

## Overview of findings, analysis, recommendations and future initiatives

### Results & analysis

Total applications decreased from the prior assessment period by 3,053. Advertising campaign impressions rose significantly, meaning that ads were viewed by more individuals however total clicks and interactions fell. This is widely attributed to digital campaign being decreased overall in 2022-2023 in order for budget funds to be reallocated to other advertising platforms that did not provide impression data.

Recruitment/admissions webpage views increased 2.44% over the prior assessment period.

Some metrics are unavailable due to recent changes in Google Analytics; these are expected to return at a later date, but historical data availability is unknown.

### Recommendations and future initiatives

The 2023-24 advertising plan does not include the other campaign types that were added in 2022-23; hopefully with digital campaigns restored their impact will again increase. However, with changes in the department, advertising strategy has not been revisited. Website data from Google Analytics data will be reviewed to understand if a different metric should be monitored going forward (in July 2023 the website migrated to a new content management system).

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#### **Goal 2:**

Increase student engagement through social media.

#### **Supporting Strategic Plan Goal:**

3. Enrich the Student Experience

a. Advance communication and interaction, linking students with faculty and administrators and focusing on students as active agents of their own education

<b>Objectives</b>	<b>Method and Measure</b>
2.1 Increase social media engagement rates.	<ul style="list-style-type: none"><li>Engagement rate (Measurement achieved dividing the number of channel specific interactions related to content by reach).</li></ul>

### **Overview of findings, analysis, recommendations and future initiatives**

#### Results & analysis

Organic social media engagement is up across the board. Most significantly, Facebook engagement rose 146% over the prior year. Instagram engagement rose 20.1% over the prior assessment period, X (formerly Twitter) grew by 31.2% and LinkedIn by 7%.

#### Recommendations and future initiatives

Revisit "Social Media Champions" concept to increase timely community content contributions, and establish new benchmarks based on the last two years' data (current benchmark is use is from fall 2019).

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#### **Goal 3:**

Improve website by keeping content relevant and current through enhanced user experience.

#### **Supporting Strategic Plan Goal:**

3. Enrich the Student Experience

a. Advance communication and interaction, linking students with faculty and administrators and focusing on students as active agents of their own education

Objectives	Method and Measure
3.1: Maintain benchmark number of annual unique visitors, increase average time on page, and maintain bounce rate for pages designed for prospective students (Admissions section and campaign landing pages).	<ul style="list-style-type: none"> <li>Unique pageviews (maintain); average time (increase); bounce rate (decrease)</li> </ul>
3.2: Maintain benchmark number of annual unique visitors, increase average time on page, and reduce bounce rate for pages designed for current students.	<ul style="list-style-type: none"> <li>Unique pageviews (maintain); average time (increase); bounce rate (decrease)</li> </ul>

## Overview of findings, analysis, recommendations and future initiatives

### Results & analysis

Total views for admissions-related pages increased by 2.44% over the prior assessment period. Time on page decreased slightly (5 seconds). Google Analytics G4 does not presently provide bounce rate data; it is unknown what will be available in the future.

The Advising and Registrar sections had a slight decline (-1.75%) in total views, but a sharp increase in unique viewers (+4.94%), meaning that users returned to these pages less often. This infers that users found the information they were seeking and did not have to return as often. Time on page remained flat.

The Paying for College section increased by 14.41% in total views and 14.98% in unique viewers.

The Academics section total views increased by 17.62%; likely due to the addition of Degree Maps to this area. There was a 29.08% increase in unique users, again likely due to the availability of new resources largely utilized by current students, faculty and staff. The time on page for Academics alone remained flat, while the section average decreased--being that the new Degree Maps section is a directory, time there is relatively low.

### Recommendations and future initiatives

Adapt metrics to new data in Google Analytics G4, considering what is now available, and seek to establish new site benchmarks based on 2023-2024 in the new CMS environment and page redevelopments. Fold full site metrics into the Goal and measures.

## Overall summary

- Adapt measures and analysis based on changing advertising and website metrics.
- In preparation for the PUR and departmental split, consider what should remain with each of the two units, and what should be added, to best reflect the ways in which the work has evolved.