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# Division of Communications and Marketing

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**K-STATE**  
**2025**

**KANSAS STATE**  
UNIVERSITY



# Communications and Marketing

2025 Update

The seal of Kansas State University is partially visible on the left side of the slide. It features a circular design with the text "KANSAS STATE UNIVERSITY" and "FEBRUARY 1863" around the perimeter. In the center, there is a figure holding a sheaf of wheat and a plow, with the motto "WISDOM BY DEEDS" inscribed below.

# Theme I – Research, Scholarly and Creative Activities, and Discovery

- Perspectives and now Seek! magazine.
- TV news service.
- Radio news service.
- Media placements.
- Global Food Systems.

## New MMS Alert - Kansas State University

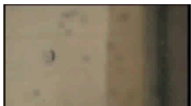


Results@TVEyes-Alerts.com <Results@TVEyes-Alerts.com>

Saturday, October 8, 2016 at 9:08 AM

To: Jeffery Morris

### Media Alert From TVEyes Media Monitoring Suite



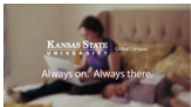
(click thumbnail to play)

#### **Kansas State University on KRRV (NBC) - Reno, NV**

10/07/2016 16:16:49

News 4 at Four (News)

... case closed. >>> and health news kansas state university researchers are developing a vaccine for the zika virus. initial test show great promise. ...



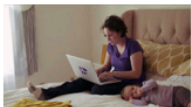
(click thumbnail to play)

#### **Kansas State University on KTMJ (FOX) - Topeka, KS**

10/07/2016 17:29:15

How I Met Your Mother (Other)

... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...



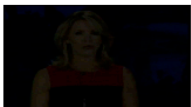
(click thumbnail to play)

#### **Kansas State University on KTMJ (FOX) - Topeka, KS**

10/07/2016 23:17:59

Family Feud (Other)

... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...



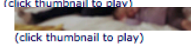
(click thumbnail to play)

#### **Kansas State University on KSNT (NBC) - Topeka, KS**

10/08/2016 05:38:35

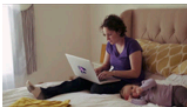
KSNT News at 5am (News)

... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...



(click thumbnail to play)

development opportunities. ...



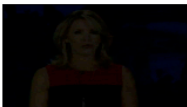
(click thumbnail to play)

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(click thumbnail to play)

#### **Kansas State University on KSNT (NBC) - Topeka, KS**

10/08/2016 05:38:35

KSNT News at 5am (News)

... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...



Sign In

All Global Press	99
Departments/Research areas	12
Faculty	3
Global Food Systems	0
K-State Research and Extension	6
Kansas State University	105
National Bio and Agro-Defense...	1

# Theme II – Undergraduate Educational Experience

- Revised recruiting materials.
- Polytechnic rebrand.
- Web 1.0 and 2.0.
- Mobile app 1.0 and 2.0.
- Live Safe app.
- Social media management.
- Wildcat Watch/newsroom.



Mobile app

All Web Site Data



HOME

REPORTING

CUSTOMIZATION

ADMIN

Search reports & help

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users

Cohort Analysis **BETA**

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

## Audience Overview

Sep 8, 2016 - Oct 8, 2016

Email Export Add to Dashboard Shortcut

All Users  
100.00% Sessions

+ Add Segment

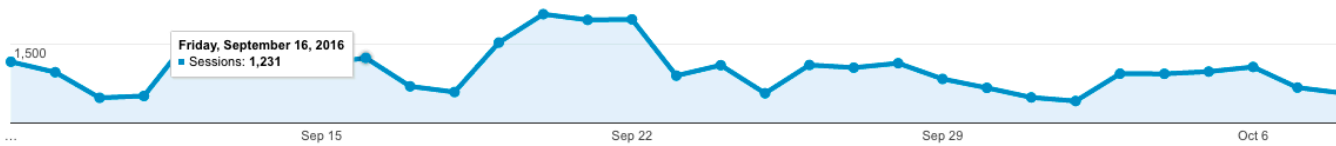
### Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

3,000



Sessions

31,506

Users

8,188

Pageviews

135,882

Pages / Session

4.31

Avg. Session Duration

00:03:02

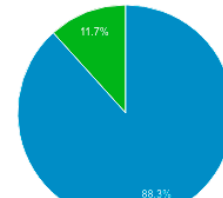
Bounce Rate

28.24%

% New Sessions

11.68%

Returning Visitor New Visitor



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# Theme IV – Engagement, Extension, Outreach and Service

- Cooperative news teams.
- Combined printing operation.
- Combined technology platform.
- Global Food Systems team.

# Theme V – Faculty and Staff

- K-State Today.
- Crisis communications.
- K-State Alerts.







## Test Information:

K-State Alerts was tested on Monday, March 21 at 1:22 p.m. CST. Emergency notification channels tested included: text messaging, automated phone calls, email to all K-State accounts, Facebook and Twitter posts, digital signs, and the alert beacons installed in several buildings on the Manhattan, Salina, and Olathe campuses.

Rave Wireless statistical data:

Text messages:

10,643 text messages sent in 2 minutes 38 seconds (first pass)

13,218 sent in 2 minutes 51 seconds (overall)

Automated phone calls:

10,911 calls made in 33 minutes 13 seconds

Email:

23,691 sent in 1 minutes 34 seconds (first pass)

46,692 sent in 1 minutes 48 seconds (overall)

# Theme VII – Athletics

- Wildcat Way campaign.
- Big 12 Consortium.
- Engineering and video support.
- Licensing revenue.



- Home
- Trending
- History

BEST OF YOUTUBE

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- Sports
- Gaming
- Movies
- TV Shows
- News
- Live
- Spotlight
- 360° Video

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Sign in

YouTube Red



# K-State

Subscribe 2,381

Hail, Alma Mater | The Wildcat Way

### Hail, Alma Mater | The Wildcat Way

1,380 views 1 month ago

I know a spot that I love full well,  
 'Tis not in forest nor yet in dell;  
 Ever it holds me with magic spell,  
 I think of thee, Alma Mater.

We'll carry thy banner high.  
 Long, long may thy colors fly.  
 Loyal to thee, thy children will swell the cry.

Hail, hail, hail, Alma Mater....

[Read more](#)

Welcome to K-State

### K-State YouTube Channels

- K-State
- Kansas State Unive...
- KSREVideos
- K-State Alumni Ass...
- K-State Sports