



# Division of Communications and Marketing

2011-2021 Outcomes and Progress Report

2021 Fall Update with the President and Provost

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

**KANSAS STATE**  
UNIVERSITY

# Positive impacts of K-State 2025

- Crisper brand definition and institutional consistency over past decade.
- Established dedicated advertising budget in support of undergraduate Manhattan campus enrollment.
- Increased international research profile.
- Focus on diversity and inclusion initiatives.
- Clear, strategic priorities.

# Progress/accomplishments

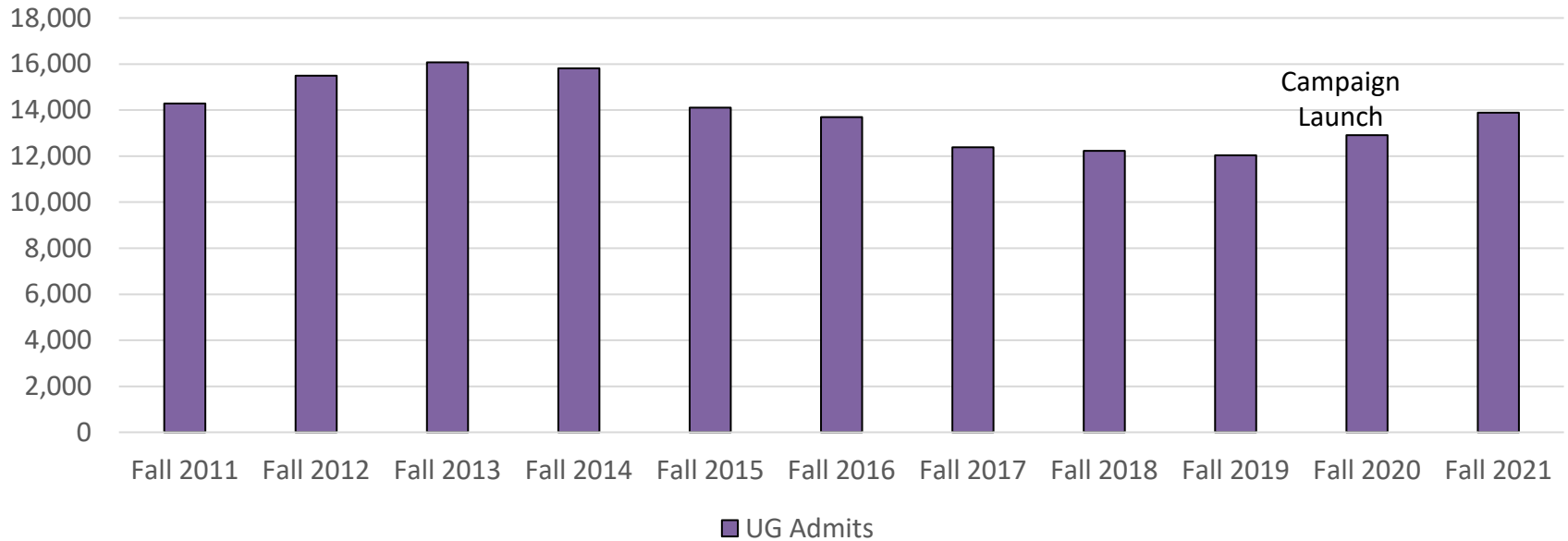
- Increased and formalized crisis communications capacity.
  - PIO training, EOC, Alerts Systems.
- Institutionalized internal communications (K-State Today).
- Revamped web presence with CMS admin (2X).
- Seek magazine.
- One voice brand initiative and the launch of the institutional brand campaign.
- Launched coordinated digital advertising in support of SEM.
- Expanded video platforms (K-State HDTV, YouTube).
- Established institution-level social media platforms.

# Key metrics

- Enrollment support metrics.
  - Inquiries, applications, web traffic/interaction, advertising conversions.
- Media placements (Meltwater).
- Video views.
- CASE awards.

# Undergraduate admits

UG Admits



# Enrollment support metrics

Inquiries: Sept. 3 - Oct. 10, 2020

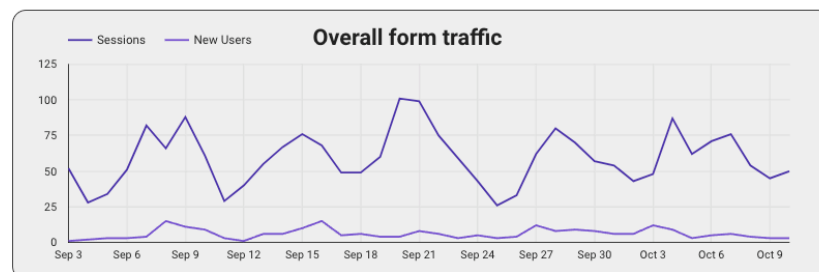
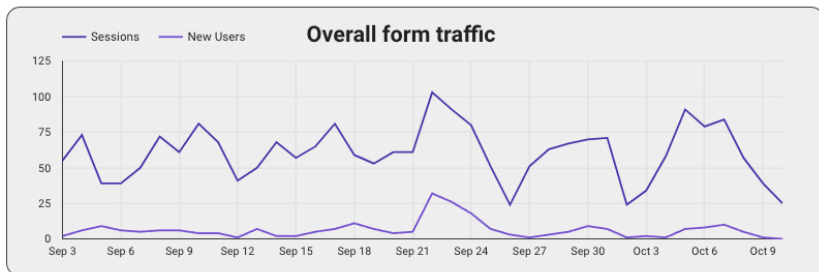
Inquiries: Sept. 3 - Oct. 10, 2021

k-state.edu/admissions/request-info/

Sep 3, 2020 - Oct 10, 2020

k-state.edu/admissions/request-info/

Sep 3, 2021 - Oct 10, 2021



**Visitors and Submissions**

Form Visitors  
**3,779**

Form Submits  
**1,261**

**Submissions by Campus**

Manhattan	Olathe
<b>473</b>	<b>32</b>
Polytechnic	Online
<b>116</b>	<b>640</b>

**Visitors and Submissions**

Form Visitors  
**4,498**

Form Submits  
**1,358**

**Submissions by Campus**

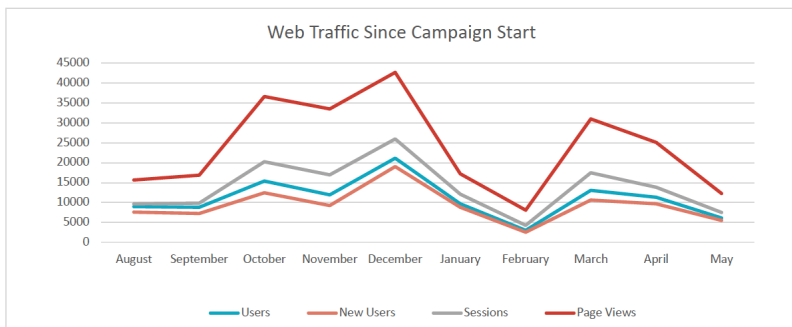
Manhattan	Olathe
<b>689</b>	<b>24</b>
Polytechnic	Online
<b>104</b>	<b>541</b>

\*Note: Revised admissions web presence did not launch until Sept. 2020, so July/August data is not available for apples-to-apples comparison.

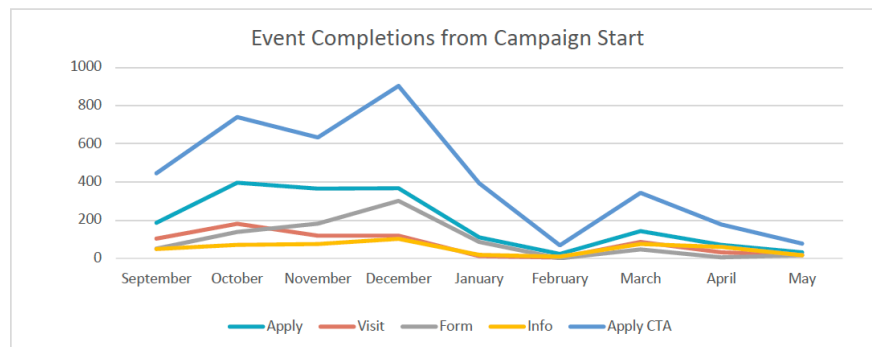
# Enrollment support metrics

## Advertising campaign traffic and conversions (FY 2020-2021)

Overview of web traffic throughout campaign



Overview of event completions (Google Tag Manager)



108,512	users
94,930	new users
143,236	sessions
251,925	page views
55%	bounce rate
1.76	pages/session

### Totals:

- Apply: 2,082
- Visit: 605
- Form Submission: 679
- Request Information: 561
- Apply CTA: 4,636

# Enrollment support metrics

**Brand campaigns/advertising support top-of-funnel awareness and lead generation. All metrics point toward success.**

- 50% of acquired inquiries for FY 20-21 can be directly attributed to central SEM advertising campaigns.
- During FY 20-21, highest application numbers for undergraduate Manhattan since 2014.
- Advertising campaign interaction rates above industry benchmark.

*Overview of how ads performed by source (sorted by number of impressions)*

SOURCE	IMPRESSIONS (M)	INTERACTIONS (K)	INTERACTION RATE
Facebook	10.07M	31.24K	0.31%*
Snapchat	9.21M	60.82K	0.66%*
Display	9.10M	11.27K	0.12%*
Mobile	5.54M	39.86K	0.72%*
YouTube	1.80M	<1K	0.05%
Search	0.68M	43.69K	6.39%
OTT	0.61M	NA	NA
Instream	0.04M	NA	NA

*\* Interactions (clicks and swipes) exceeded benchmark data (provided by Alpha) on four main platforms. Those industry averages are:*

- Facebook: 0.2-0.25%
- Snapchat: 0.25-0.3%
- Display: 0.10%
- Mobile: 0.20%

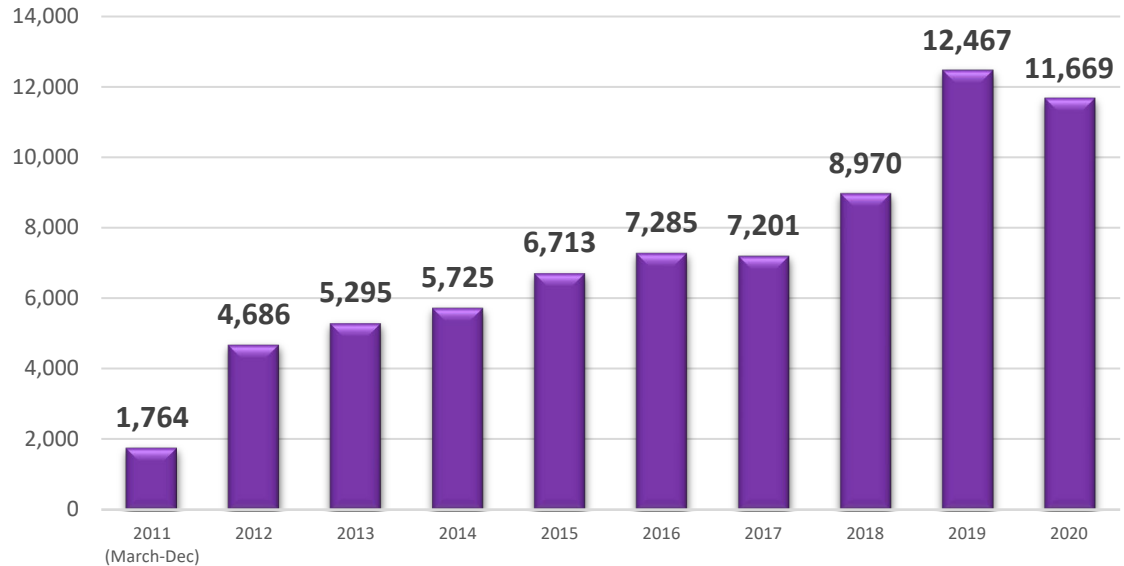


# Media metrics

## Institutionalized internal communications.

- Nearly 72,000 articles published in K-State Today.

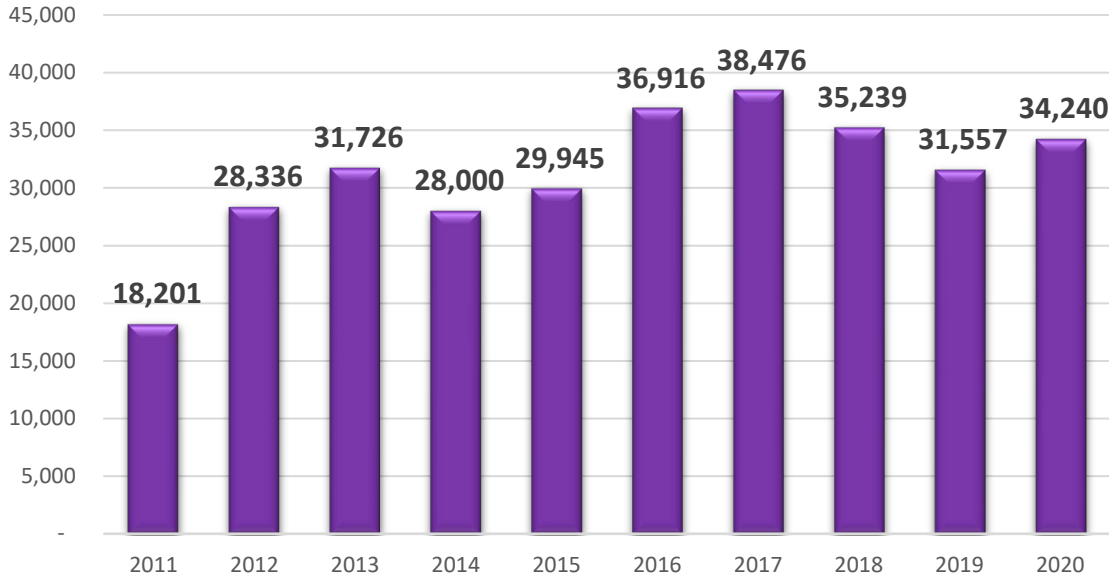
## K-State Today



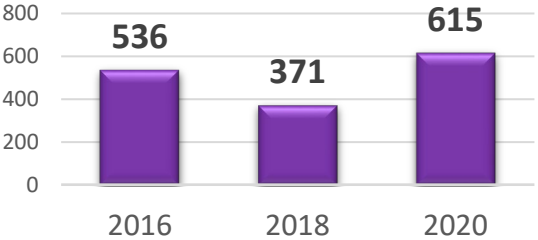
# Media metrics

- Increasing media exposure required shifts in our news team's focus.

## Media exposure

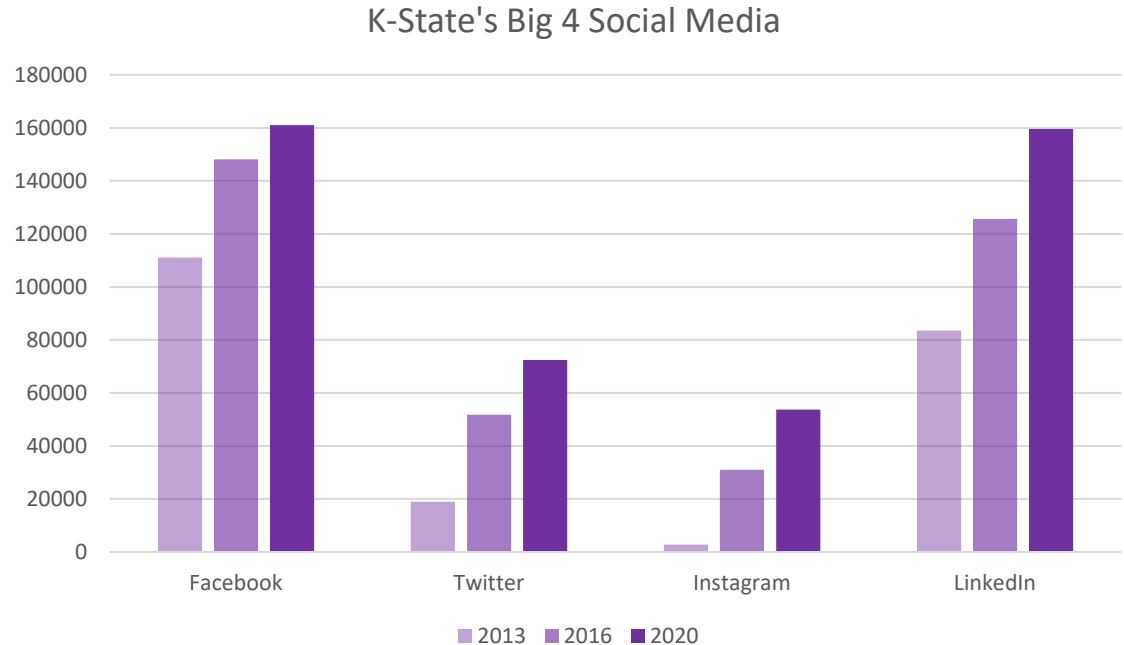


## Media requests



# Social media metrics

- Engagement.
- Amplification.
- Customer service.
- Crisis communications.



# K-State websites

2010

2010 K-State website screenshot showing navigation menus (About K-State, Academics, Admissions, Research) and a prominent 'Why I give' banner with a video player. The page layout is a grid with a purple header and a dark purple sidebar on the left.

2011

2011 K-State website screenshot featuring a large 'K-State 2025' banner with the text 'Share your feedback'. The page layout is a grid with a purple header and a dark purple sidebar on the left.

2021

2021 K-State website screenshot featuring a large 'K-State 2025 Update' banner with the text 'The world is waiting for the next game changer'. The page layout is a grid with a purple header and a dark purple sidebar on the left.

**KANSAS STATE**  
UNIVERSITY

**K-STATE**  
2025

# K-State YouTube views

## Channel analytics

ADVANCED MODE

Overview

Reach

Engagement

Audience

Revenue

Mar 24, 2006 – Oct 13, 2021

Lifetime

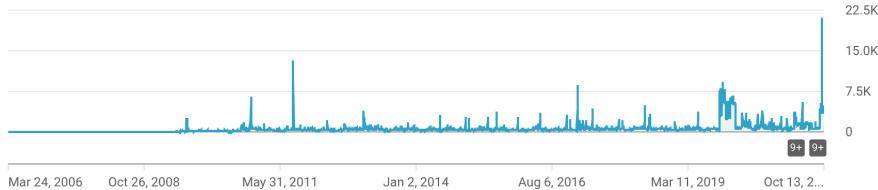
Your channel has gotten 3,125,205 views so far

Views ▲  
3.1M

Watch time (hours) ▲  
120.5K

Subscribers ▲  
+5.5K

Your estimated revenue ⓘ  
\$0.20



SEE MORE

### Realtime

● Updating live

5,502

Subscribers

SEE LIVE COUNT




6,798

Views · Last 48 hours



Top videos

Views

	2021 DMTWW 15 sec Fre...	2,848
	2021 DMTWW 15 sec Fre...	2,711
	Frank Mitloehner   Henry C. ...	191

SEE MORE

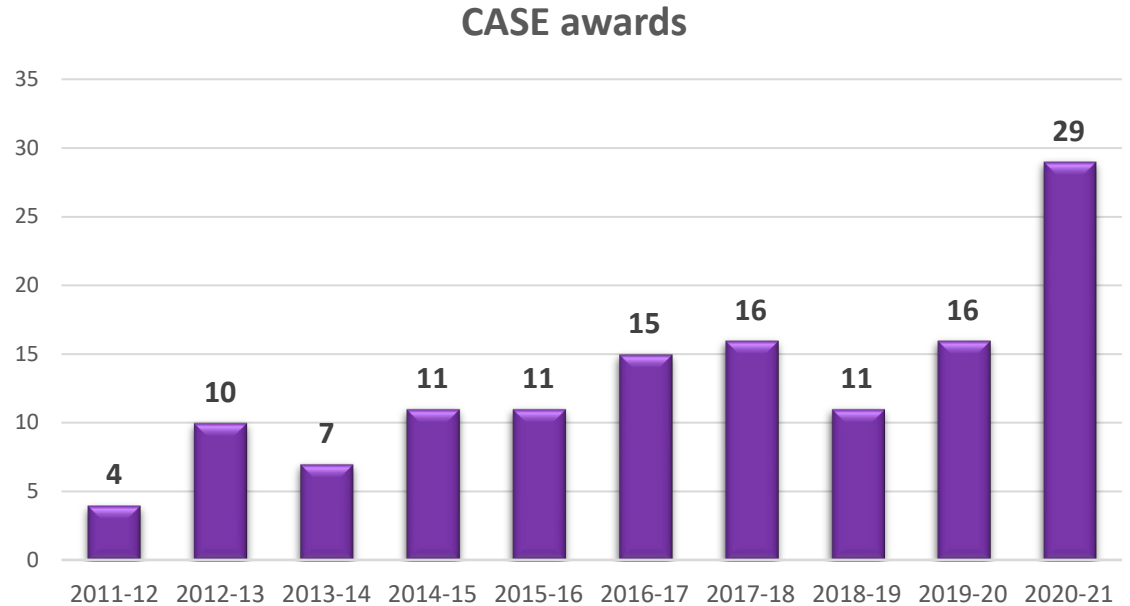
# K-State YouTube Top 20

<i>Video title</i>	<i>Views</i>	<i>Watch time (hrs)</i>	<i>Impressions click-through rate (%)</i>
Apply Anderson 13sec 191119	131,878	476.2	8.62
Apply Blanket 13sec 191119	120,504	435.3	4.80
Don't make the world wait.	89,125	738.5	3.11
An introduction to ALICE Institute Training	85,110	5,462.0	6.28
Biosafety Level 3 Lab Entry	84,232	1,856.7	7.42
Mass Producing Graphene   K-State News	82,107	1,522.3	3.11
2021 DMTWW 15 sec FreshmenDec1 v2	54,676	226.0	7.69
Mark Haub's Snack Food Diet	51,410	734.5	9.79
IL Anderson 13sec 190823	47,684	172.0	3.75
MN Anderson 13sec 190823	46,279	167.2	1.75
2021 DMTWW 15 sec FreshmenDec1 v1	44,495	183.8	0.00
Become a part of Kansas State University	37,253	1,026.5	6.37
MO Blanket 13sec 190823	33,541	121.2	4.85
Kansas State University   Sense of Place	30,072	194.3	3.73
K-State Fight Song	28,789	398.9	5.31
Wabash Cannonball   The Wildcat Way	24,428	255.3	7.91
Housing Options at K-State	24,358	577.0	6.28
Experience life at K-State	23,513	1,150.9	6.06
TX Anderson 13sec 190823	22,612	81.7	8.51
Alumni Spotlight: Eric Stonestreet	22,331	361.1	7.15

# CASE awards

Recognition of outstanding university communications.

- 129 awards to DCM since 2010.
- Three international Circle of Excellence awards.



# Top priorities moving forward

- Leadership transition (retirements).
- Enrollment, enrollment, enrollment.
  - Maintain campaign integrity/consistency.
- Capacity sharing/financial viability of unit.