UCM Commitment to Continuous Improvement

Outcome 1 – Building the Brand

Promote and expand awareness of the Winthrop brand to diverse stakeholders by expanding brand loyalty, brand awareness, brand associations, and perceived quality.

FY18 – Preparation for logo launch, launch event, campus rebranding

- Installed 75 banners & 7 awnings
- Updated interiors of Admissions tour sites – Joynes, DIGS, West Center
- Created 50+ co-brands
- Designed 85 Admissions pieces
- Added 17 decals to trucks/vans
- Developed 4 sub-brands (Admissions, COE, CBA, CAS)
- Offered 4 brand camps with 64 participants
- Created artwork for 13 polo shirt designs
- Updated 92 third-party & custom web apps
- Secured 300+ new photography images for campus use
- Renamed and added branding to alumni e-newsletter (Winthrop Insider)
- Created Winthrop College throwback merchandise for Homecoming/Reunion Weekend
- Designed new floor for West Center's Peabody Gym

FY19 – Website conversion, new responsive CMS, continuation of campus rebranding

- Converted 5,651 web pages
- Migrated 133 folders of content
- Converted 165 forms
- Reduced PDF and image files by 41% and 82% respectively
- Trained 136 authors
- Site now has an "A" security rating
- Passes WCAG 2.1 compliance standards for accessibility
- Created additional co-brands to total 74 across the university
- Offered 3 brand camps with 24 participants, including some students
- Promoted My Ride free bus service (exterior, interior, infotainment, bus shelters) – could use a number here
- Audited and created 550+ parking and related signs (main campus and athletics)
- Expanded and transitioned Marketing Planning Group to campus-wide Marketing Advisory Council
- Completed RFP for digital marketing partner

Outcome 2 – Increasing Admission Inquiry Pool

Engage prospective students in a virtual campus visit experience that generates admissions leads by prompting prospects to take action (e.g. register for or schedule a visit or apply online).

FY18 – Building on initial success of the virtual tour in the first 12-18 months after launch

- Completed tour photography update in November 2017, adding new stops and panoramic photos to tour
- Gathered set of baseline data for the first 12 months of tour (December 2016-December 2017)
  - 14,698 visitors
  - 20 interactions per visit
  - 15.8% conversion rate (any user who clicked a call-to-action button – register, visit, or apply)
  - Average time spent in tour: 7 minutes 50 seconds
- Tracked geography of visitors to tour
  - Top 5 States: South Carolina, North Carolina, Georgia, Tennessee, Florida
  - Top 5 Countries: United States, Canada, France, Spain, Germany
- YouVisit launched new analytics portal that provided additional sets of data
- Ran ads on Facebook driving traffic to the tour
- Of the 1,728 users who took the tour and registered their contact information, 341 eventually submitted an application for admission to Winthrop (85 were accepted and enrolled)

FY19 – Continuing efforts to grow traffic and engagement with the virtual tour

- Completed another tour photography update in November 2018, adding new stops and panoramic photos to tour
- Continued to track data for visits to tour in year 2 of tour (December 2017-December 2018)
  - 12,976 visitors
  - 21 interactions per visit
  - 18.3% conversion rate
  - Average time spent in tour: 7 minutes 23 seconds
- Tracked geography of visitors to tour
  - Top 5 States: South Carolina, North Carolina, Tennessee, Georgia, Florida
  - Top 5 Countries: United States, France, Canada, United Kingdom, Spain
- Ran ads on Facebook driving traffic to the tour
- Of the 2,028 users who took the tour and registered their contact information, 368 eventually submitted an application for admission to Winthrop (178 were accepted and enrolled)

Outcome 3 – Increasing Engagement Across Social Media

Approach social media content production strategically and in a timely manner to increase stakeholder engagement in key demographics.

FY18

- Launched President Mahony's Instagram account
- Completed audit of Winthrop Facebook account to better determine number of posts, type of content, etc.
- Shifted from newsroom style of social media posting to a more strategic content marketing-based approach
- Increased engagement on Winthrop Facebook due to more targeted, content marketing-based posts
- Implemented "Tour Tuesdays" on Winthrop Instagram and archived the stories for future followers

FY19

- Exceeded followers goal on seven out of eight social media channels
- Doubled the followers on President Mahony's Instagram account, the only account to see double the followers
- Created a new graphic series entitled "This Week at Winthrop" aimed at the 18-24 year old demographic
- Embraced student-generated content on Instagram, which allowed students to feel like they were being showcased on the Winthrop account
- Incorporated social media challenges, organic video and social media slang
- Created several viral/trendy posts (examples: Marine who surprised his sister at commencement; President Mahony's "brushing off the haters" post)
- Partnered with admissions staff to meet weekly in order to communicate on what UCM and admissions offices were posting on social media and how each office could use that content

Outcome 4 – Increasing Revenue

Support the university with an additional revenue stream through the operations of Printing Services.

FY18

- Replaced key digital color equipment with goal to save money while adding a back-up device; negotiations brought bonuses of $15k incentive check and $20k worth of free clicks on the devices
- Implemented poster stand reservation system
- Worked with University Events to provide directional signs for external clients' campus events
- Worked with ABC project and CERRA to bring in house the printing of than more than 3,800 spiral-bound books

FY19

- Built relationship with new campus dining vendor, Sodexo.
- Built relationship with Fort Lawn Community Center.
- Developed marketing plan to target faculty, staff and students to increase both departmental and outside sales.