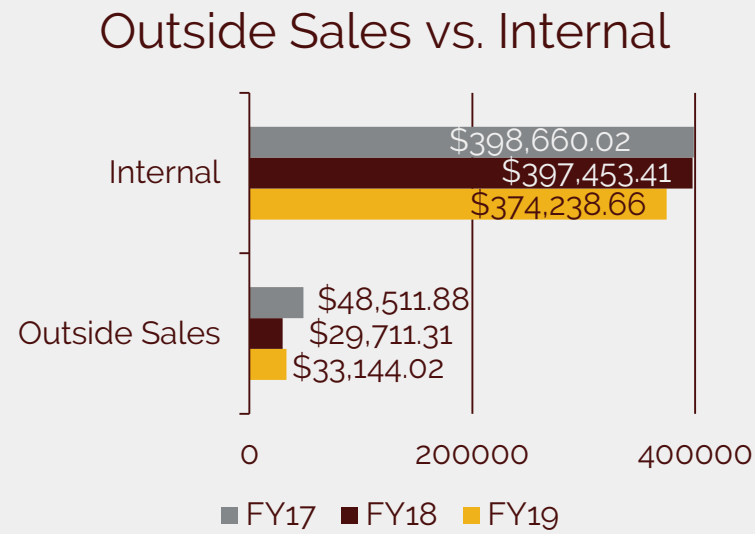
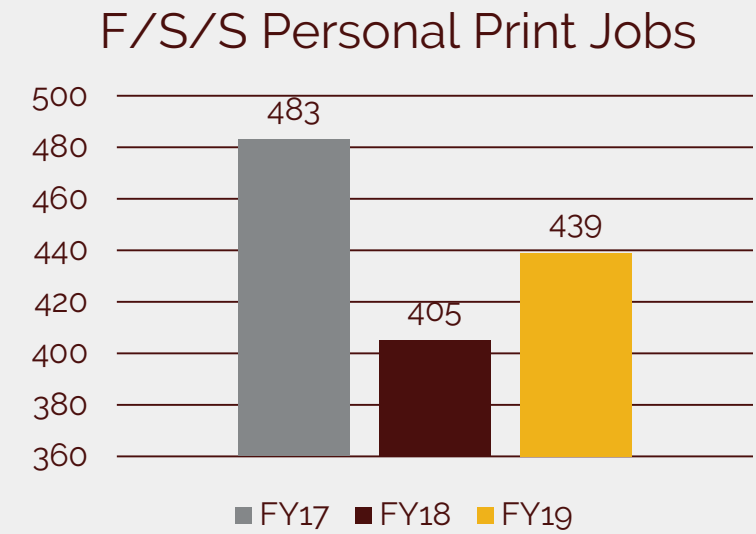
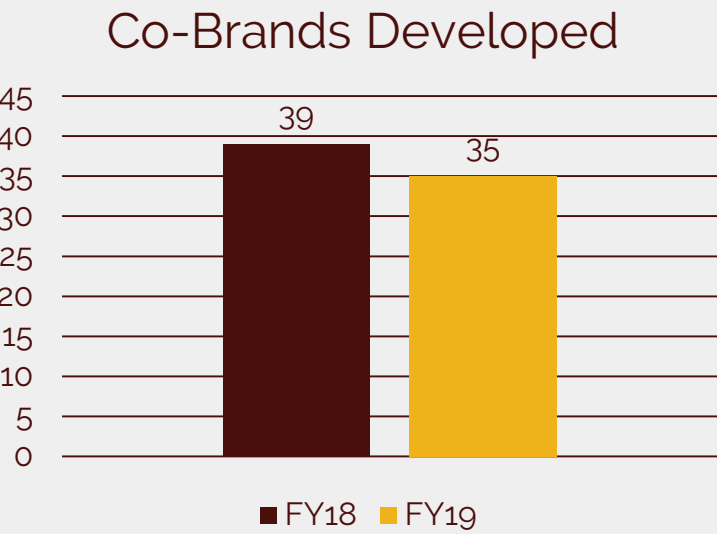
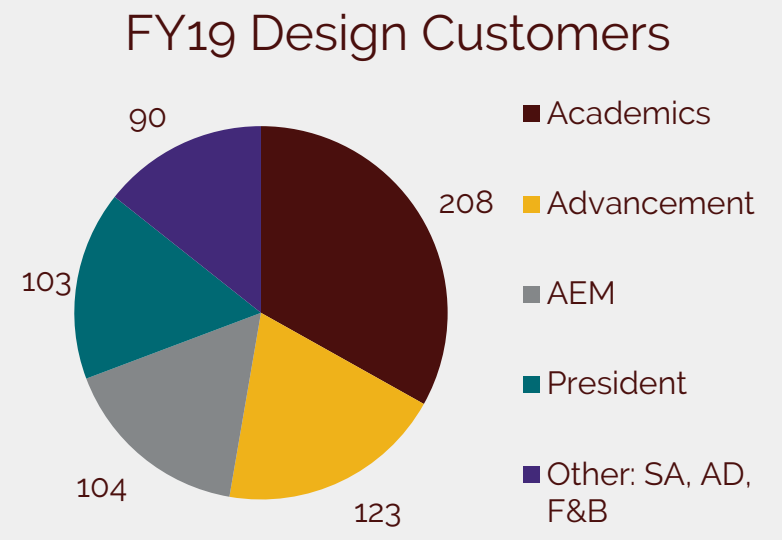
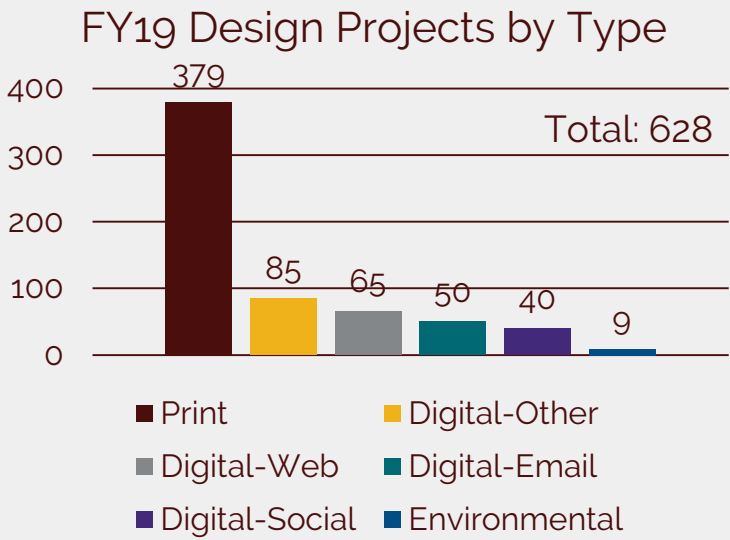
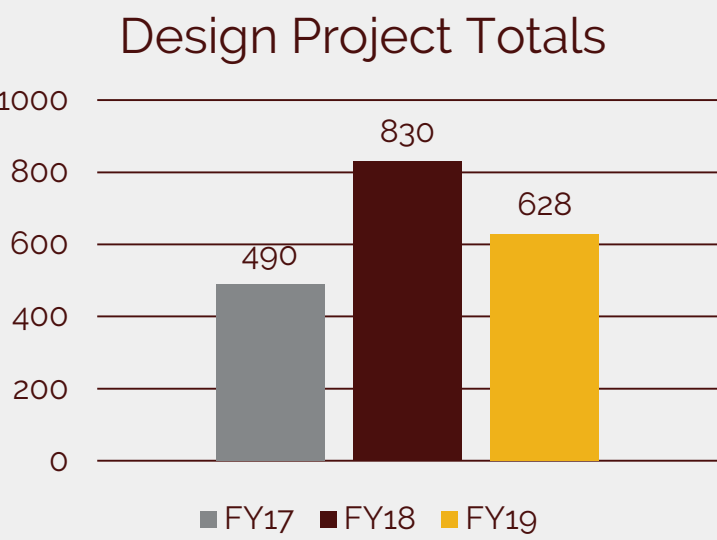
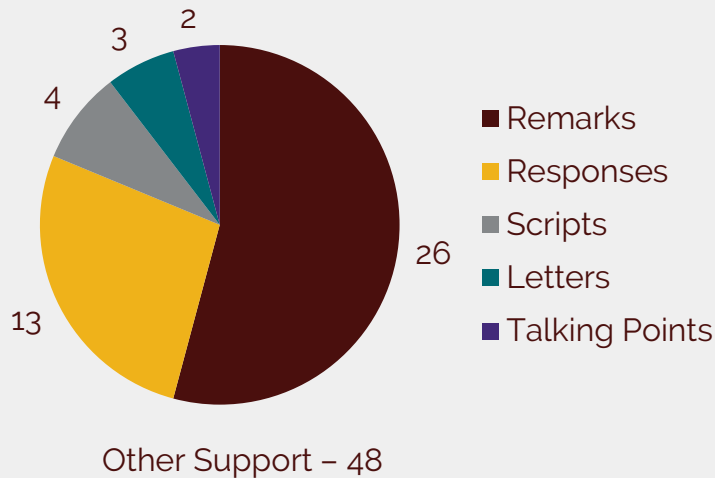
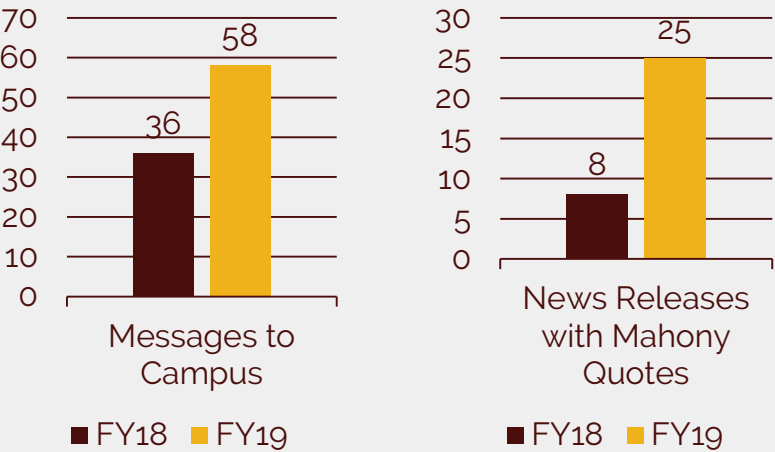


Printing and Creative Services

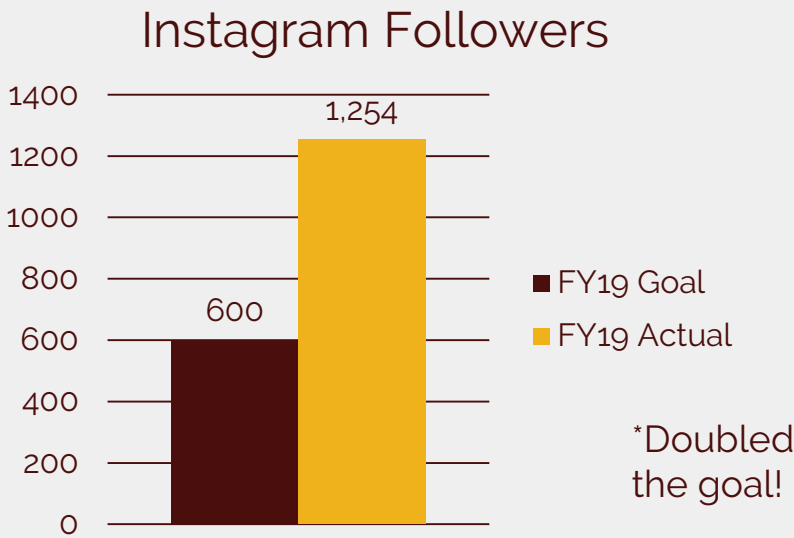
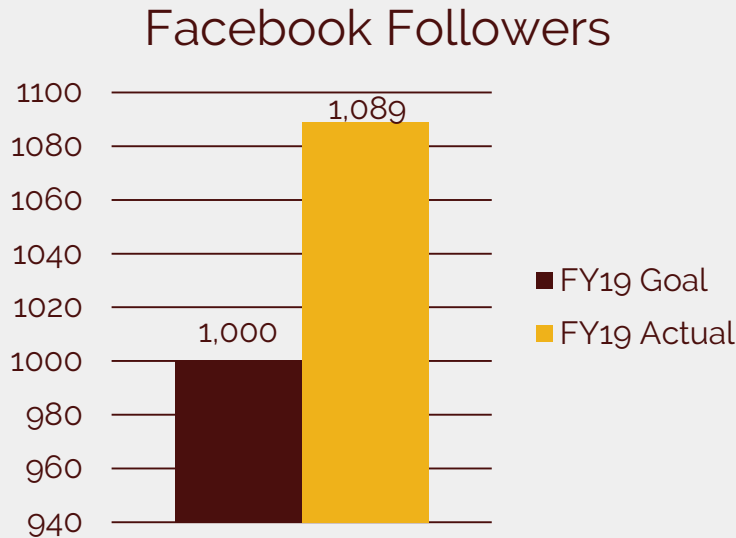
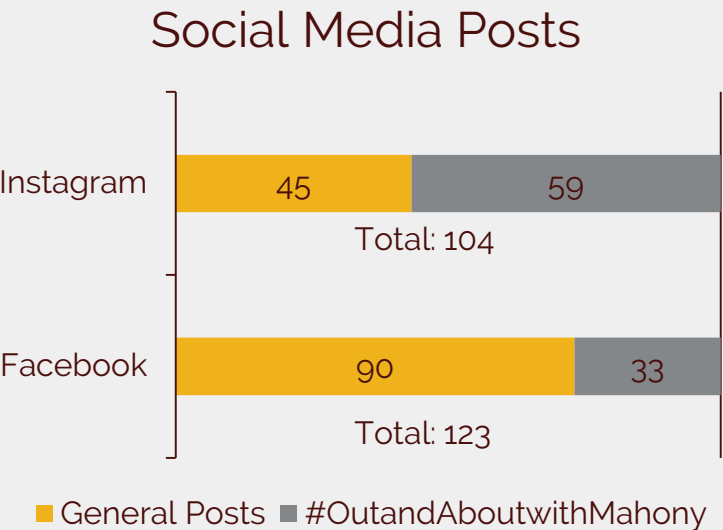


Presidential Communications

Mahony Speaks

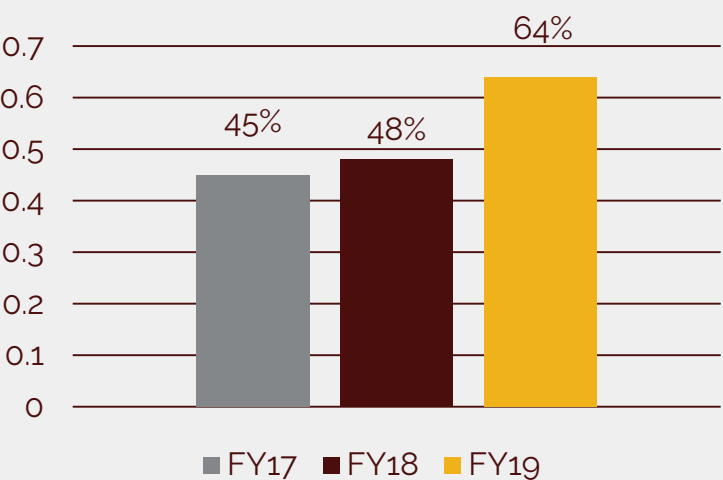


- ### Op Ed Placements
1. Winthrop Models Diversity Efforts for a Southern Public Institution, *AASCU Public Purpose*
 2. Winthrop is an Example of Higher Education Success in SC, *The State*
 3. Wanted: Diversity in Faculty, *Times and Democrat*

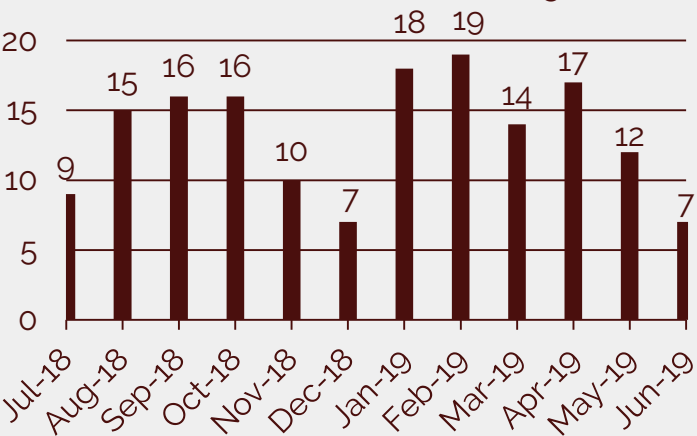


Media and Social Media Engagement

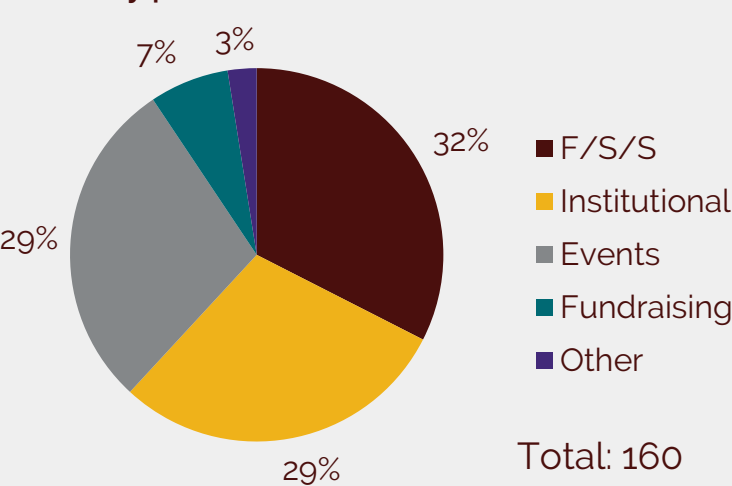
Pitch Rate



Monthly Production of News Releases (160 in FY19)

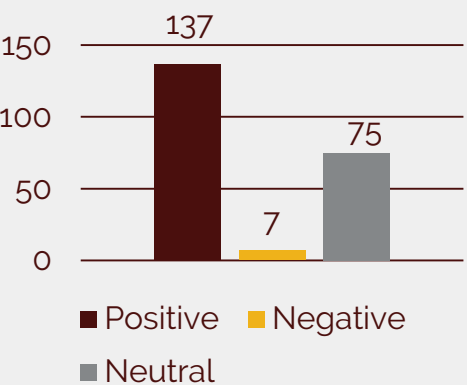


Types of News Releases

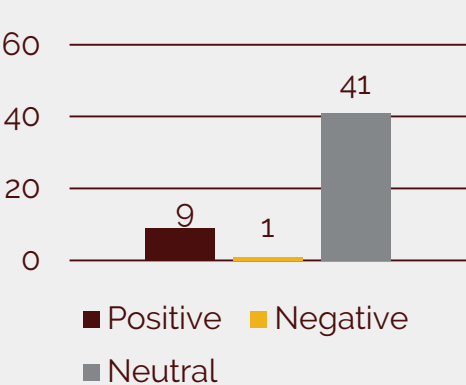


Positive, Negative, Neutral Coverage in FY19

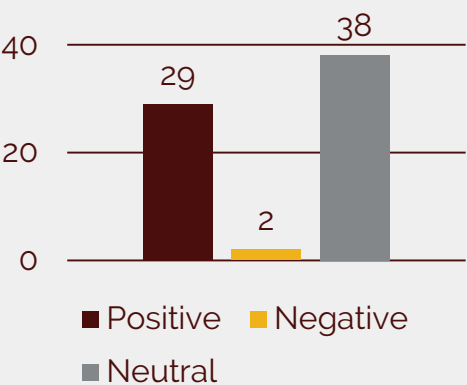
Rock Hill Media



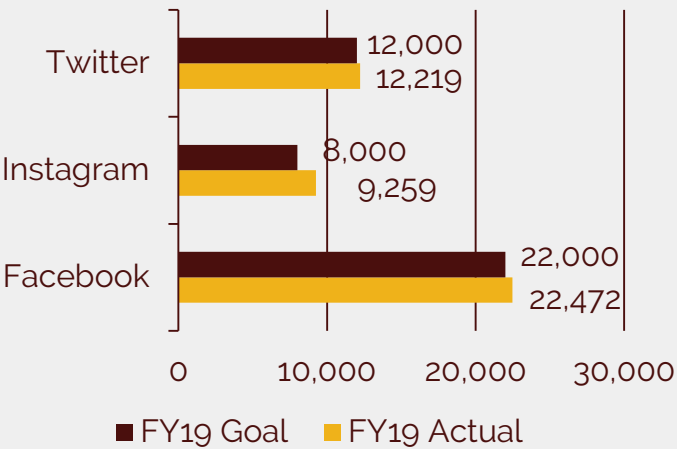
The State



Charlotte Media



Social Media Followers



Alumni Engagement

Winthrop Magazine

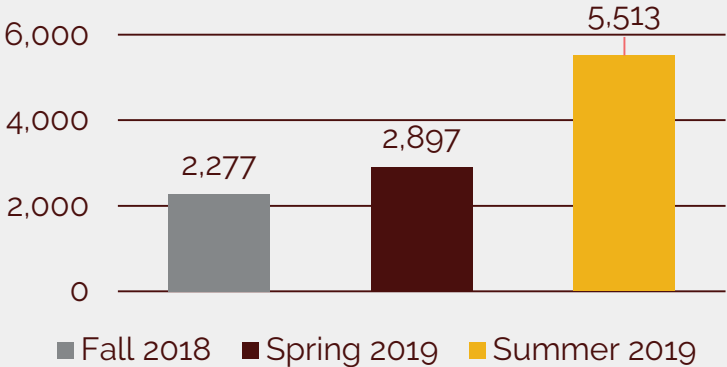


Printed once per year

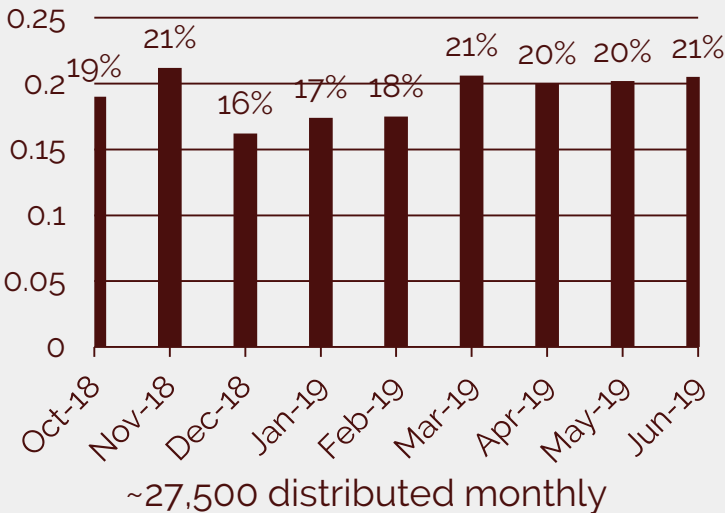
Mailing count:
~58,000

Approximate cost per alum: \$0.56

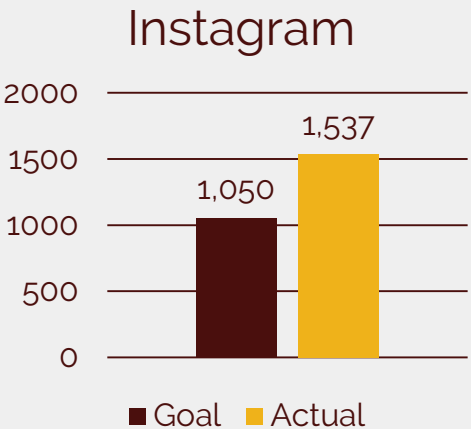
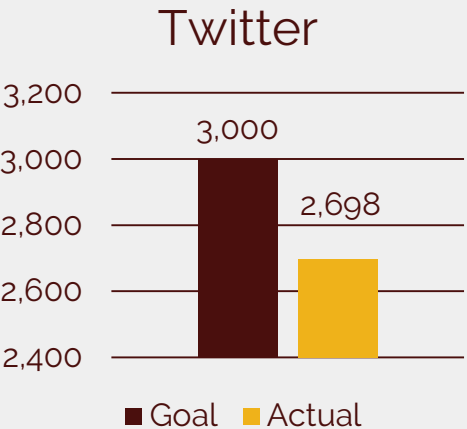
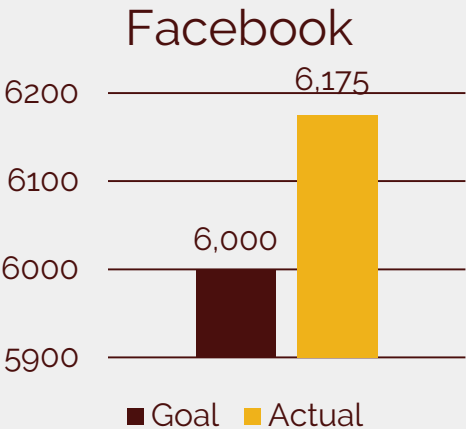
Alums Reached via Electronic Version (Number Opened)



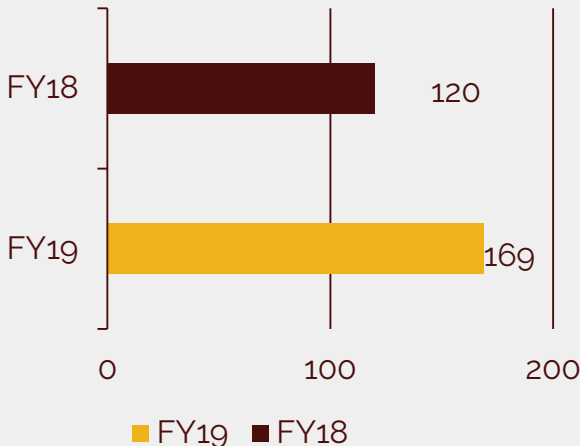
Winthrop Insider Open Rates



Social Media Followers, Winthrop Alumni Accounts



Alumni Email Msgs. Sent

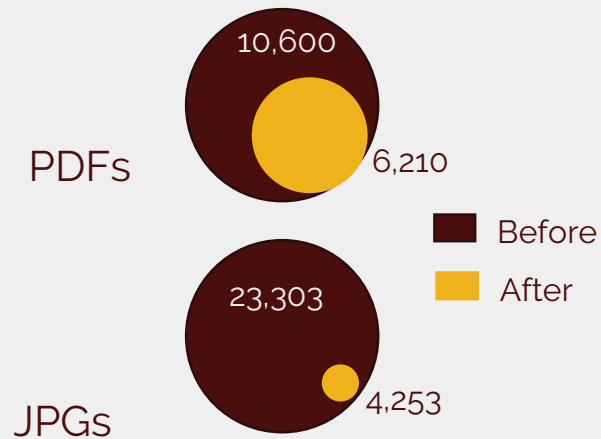


Web Development

Snapshot of CMS Migration

- 5,651 web pages converted
- 165 forms converted
- 136 authors trained
- Site has an "A" security rating
- Passes WCAG 2.1 compliance standards for accessibility
- www.winthrop.edu now mobile friendly and responsive

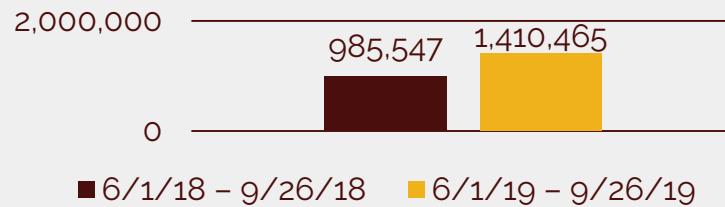
Files No Longer in Use



Web Work Requests
291 web work requests handled
in the first four months of FY19

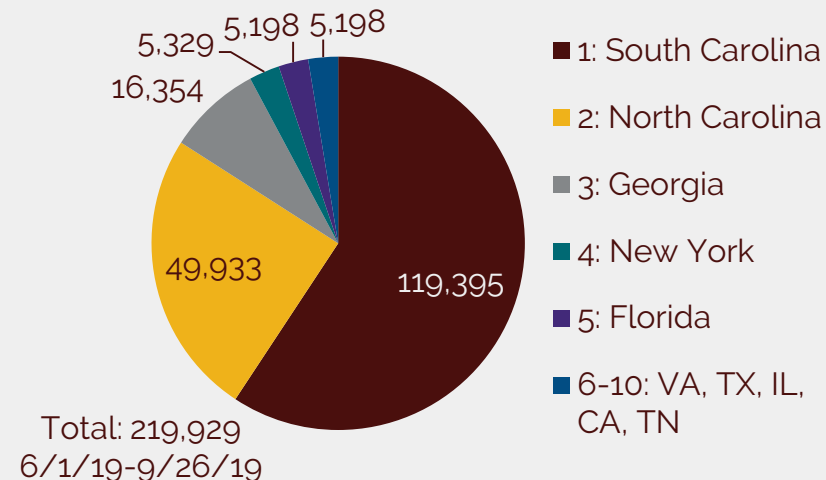
**276 was the 6-month average for
two-person staff in a recent year*

Total Unique Pageviews Comparison

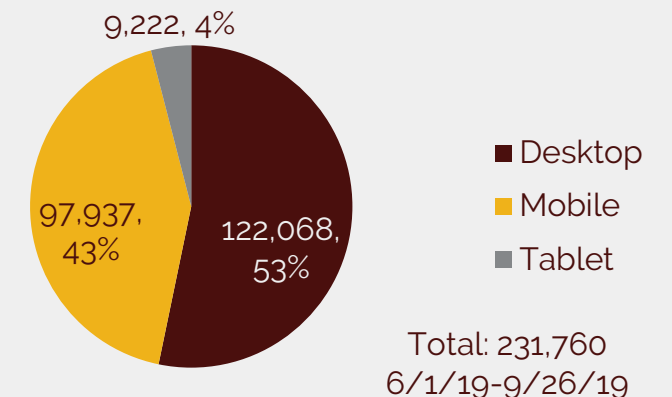


Homepage had 291,886 unique views. 21 percent of total traffic since launch. (majors, about us, admissions, academic affairs among top 10)

Top 10 States for Users

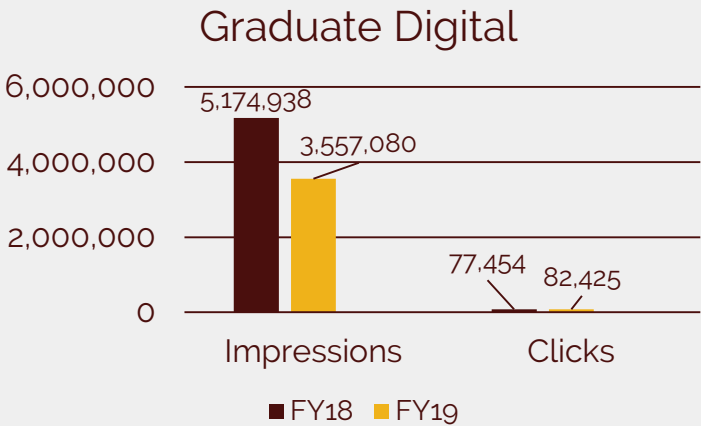
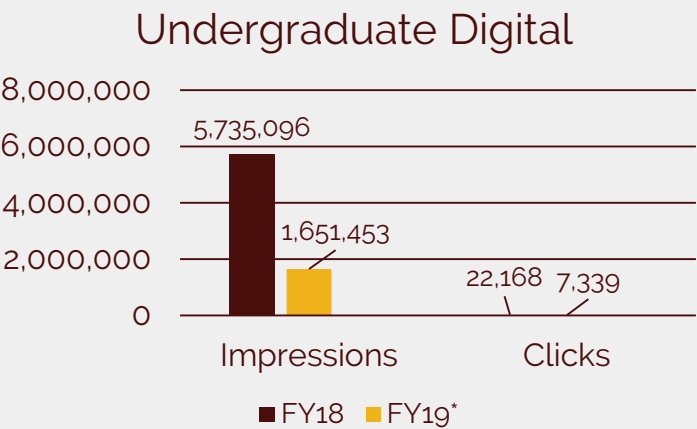


Breakdown of Users by Device



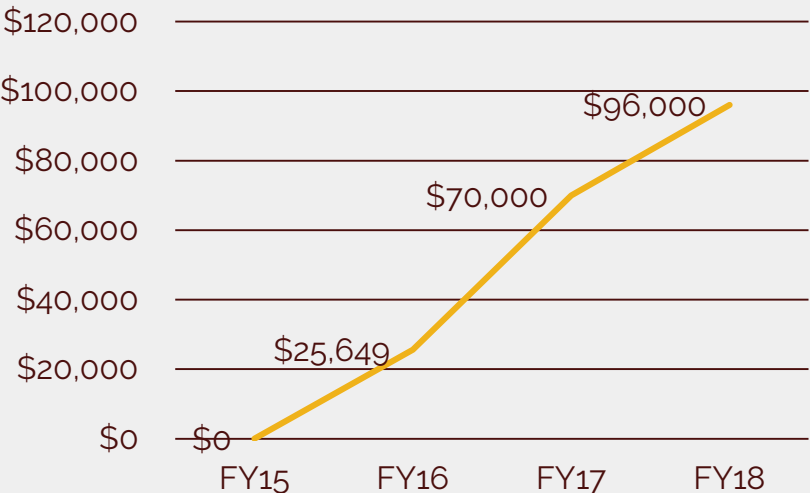
Marketing & Advertising

Digital Marketing – Search Engine & Display/Retargeting



*Our former digital marketing provider experienced a technical issue with their reporting software resulting in some lost data during FY19 for undergraduate.

Annual Digital Budget



FY16 – Dedicated marketing budget was established with a focused, tracked spend on digital marketing.

YouVisit – Online Virtual Tour

