

STRATEGIC IMPERATIVE TWO:

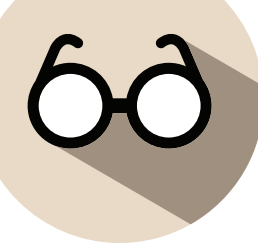
Meeting Stakeholder Needs

STRATEGY 1: Develop and implement robust marketing and outreach campaigns

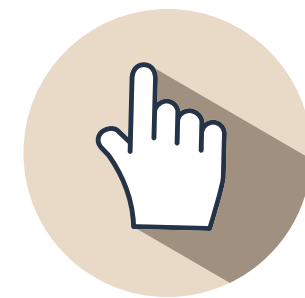
Fall Online Marketing Campaign March–August 2016



Display Advertising



3,676,073 impressions



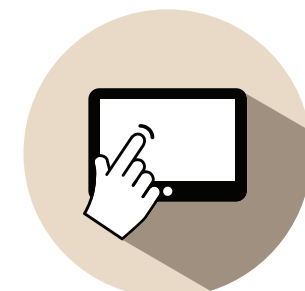
.13% click through rate (CTR)*
**National average for CTR is .10%*



Facebook



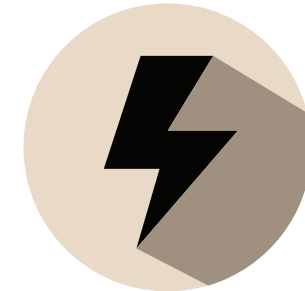
1,610,116 impressions



18,550 engagements



212,605 reach



19,799 actions



Promote engagement rate of **8.3%** above national rate*
**Industry describes an effective promote with an engagement rate of .1%*



Email Campaign

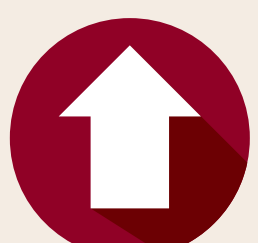


First email

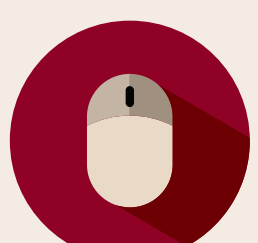
July 24, 2016 to
107,000 potential students



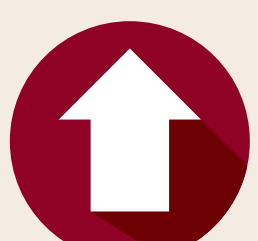
17,537 opened



11.39% over national open rate*



2,069 clicked on link



5.8% over national CTR rate**

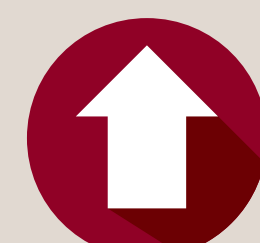


Second email

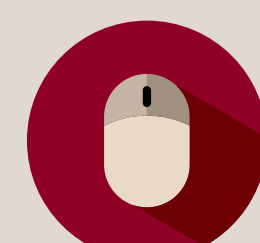
August 9, 2016 to the
17,537 who opened first email



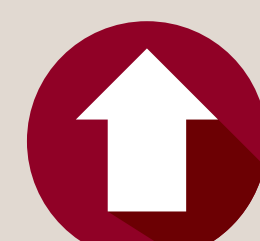
3,062 opened



12.46% over national open rate*



396 clicked on link



2.26% over national CTR rate**

* The national average for an open rate is 5%. ** The CTR nationally for emails is 6%.