

UNIVERSITY OF DETROIT MERCY
BOARD OF TRUSTEES
MARKETING & COMMUNICATIONS DEPARTMENT
JUNE 2022 REPORT

Marketing & Communications Plans

From January 12 to May 11, 2022, the Office of Marketing & Communications (MarCom) implemented numerous marketing and communications plans. Highlights of this work include the following:

Commencement and associated profiles

Student dedicates himself to being a man for others, encourages-changing coursework

Publication celebrates President Garibaldi's legacy

Detroit Mercy's graduate programs earn 2023 national rankings from U.S. News & World Report's 'Best Colleges' edition

Women student-athletes, coaches share athletic experiences

Rosaries are a booming business for Titan and her sisters

Alumna making waves with design in New York City

Theatre alumna makes her debut backstage

University of Detroit Mercy announces the appointment of Donald B. Taylor, Ph.D., as the institution's 26th president

Davis first Titan men's basketball student-athlete to earn CoSIDA honor

ReBUILD scholar's research honors late uncle's memory

\$1-million NSF grant expands computer science education program to Detroit Public Schools

Lost 15 years, 1964 U-D class ring finds owner

Willie Green '03 returns home for Detroit Mercy Night

Detroit Mercy professor studies metal foam with third Fulbright Program selection

The Forever Titans Alumni Blog (sites.udmercy.edu/alumni) continues to enjoy a strong readership. Now that we are nearly back to full staff, stories will be posted at a rate of at least once a week. Blog key performance indicators:

Total number of hits on the blog since early 2017 is more than 110,000.
Average daily readership is 57 unique users since January 2022

Graphic Design Services

From Jan. 13 to May 11, 2022, MarCom has worked on many high-level graphic design elements. Highlights of these include the following:

2021-22 Economic & Community Impact Report published in April.
2021-22 Fast Facts published in April.
“A Catalyst for Transformation” publication celebrating Dr. Garibaldi’s 11 years as president.
Impact of Giving, which was published and mailed in April.
The spring/summer issue of *Spiritus*, which will mail this coming June.
Outdoor media marketing assets for the College of Engineering & Science professional engineering marketing campaign.
Engineering & Science individual logos for academic programs.
Review/examination/revision of University identity guidelines.
Various event and activities collateral material for on-campus promotions.
Creation of flyers and other collateral elements to update university audiences on mask policies, TitansTogether policies and other COVID-related information.

Media Relations

From Jan. 13 to May 11, 2022, Detroit Mercy faculty, staff, students, alumni, and programs were mentioned and/or featured in approximately 6,000 online, print and digital media outlets. This is an increase of about 56% over the last reporting period (Sept. 2021-Jan. 2022). Much of this increase is due to athletic games, Antoine Davis’ transfer portal news, announcement of new presidential appointment and other related news.

During this period, Detroit Mercy received 807 national media mentions.

Detroit Mercy’s share of sentiment during this period was 21.7% positive, 71.9% neutral and 6.4% negative. During the previous period, Detroit Mercy’s share of sentiment was 32.1% positive, 62.3% neutral and 5.6% negative.

During the current period, the publicity value of news coverage was \$4 million and achieved a reach of more than 2.8 billion people. During the previous period, the publicity value was \$3.5 million and achieved a reach of 1.1 billion.

As we move past commencement in mid-May, MarCom anticipates a slight drop in numbers

Social Media

The increased engagement continues on Detroit Mercy’s Social Network. Staff members Adam Bouton, Ricky Lindsay and Vicky Taylor have done an incredible job by increasing posts and post engagements. Highlights are as follows:

Facebook selected posts, January 13, 2022 – May 11,

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26th president, which yielded a reach of 45,215 and achieved 1,381 engagements, 400 reactions, 981 post clicks and 18 shares; *-produced story*, which yielded a reach of 28,365 and achieved 3,464 engagements, 917 reactions, 2,547 post clicks and 336 shares; , which yielded a reach of 5,957 and achieved 159 engagements, 57 reactions and 102 post clicks; and , which yielded a reach of 5,198 and achieved 869 engagements, 241 reactions, 628 post clicks and eight shares.

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MarCom's Instagram account currently has 4,470 followers, up 310 since Jan. 13, 2022. Posts included

check websites for a range of quality, accessibility, and technical issues. Content maintenance remains a constant focus. While MarCom works to improve the appeal and effectiveness of key pages across University sites, the department also continues to respond promptly to update requests from all departments, colleges, and schools.

On a more specific level, the department has engaged in the following over the past few months:

Continued to work with Departments across the University to help them meet accessibility requirements – specifically files and tables.

Continue to work with Beacon Technologies on specific website refinements to help improve website accessibility across all sites.

Work with ITS and Hannon Hill to move our Content Management Environment (Cascade) to cloud-based services.

According to Google Analytics (Universal version), from Jan. 13 to May 9, 2022, the main website at www.udmercy.edu received the following user activity:

201,000 users.

365,000 sessions; and

51% first-time visits (estimated).

Other site optimization work includes increasing website performance speed by 20% via technical website and back-end changes and improvements.