

University of Detroit Mercy
Board of Trustees
Marketing & Communications Report
Jan. 12, 2022

From September 27, 2021, to January 12, 2022, the Office of Marketing & Communications (MarCom) implemented numerous marketing and communications plans. Highlights of this work include the following:

- [President Garibaldi helps unveil Live6 Alliance work in ribbon-cutting ceremony](#)
- [Hundreds return to campus for Detroit Mercy's 2021 Homecoming](#)
- [Detroit Mercy's undergraduate nursing program earns national rank in U.S. News & World Report's 2022 rankings](#)
- [Alumna takes leap of faith to start Christian TV Network](#)
- [Detroit Mercy students support MICU Advocacy Day efforts](#)
- [President Garibaldi reflects on General Colin Powell's passing](#)
- [Detroit Mercy Theatre Company opens season with Antigone, Oct. 22-31](#)
- [SGA president experiences politics on national stage](#)
- [Titans Hall of Famer Dave DeBusschere '62 named to NBA's 75 Anniversary Team](#)
- [Detroit Mercy's School of Architecture & Community Development rebrands to highlight program, mission-driven work](#)
- [Race and housing exhibit on display through end of semester](#)
- [Detroit Mercy celebrates Martin Luther King Jr.](#)

The department is currently developing a master list of all communications sent to alumni, donors and friends from University Advancement. The purpose of this list is to provide more efficiency in terms of scheduling and release of information such as publications, appeals, social media, news stories and newsletters.

Additionally, MarCom will soon implement a new procedure for all new stories posted to the University website or the Titans Forever blog. MarCom team members will now send a link to the story to all sources involved in it, faculty members and deans. MarCom will then request that these individuals promote the story on their School or College website, or personal social media. Once this effort is fully operational, the department anticipates seeing more traffic to sites and increased knowledge among faculty and staff of MarCom's important work.

[Alumni Communications/Activities](#)

In the interest of producing a broader product, *Spiritus* will now be published each June and December instead of May and September. This change allows the University to give annual events such as Homecoming and Commencement better coverage in a more timely manner.

The first issue in this new schedule reached homes in early December; the next one will come out in June.

The department is also producing a publication that covers the strides the University has made under Dr. Garibaldi's leadership. This 16-page product will go to about 5,000 alumni/supporters/donors in March.

The Forever Titans Alumni Blog (sites.udmercy.edu/alumni) continues to enjoy a strong readership despite fewer stories as staff were reallocated to address other pressing needs. 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 99,000;
- Average daily readership is 37 unique users

Graphic Design Services

On November 15, 2021, MarCom welcomed Ms. Gaby Rivas to the team as the new graphic designer. A 2011 graduate of Detroit Mercy, she brings more than 10 years of professional graphic design and marketing experience to the department. Since her arrival, she has engaged and/or completed a number of projects:

- Revisions of all branded poster and flier templates used by various institutional offices for marketing and promotions of events and activities on campus.
- Several new designs for print ads scheduled to run in various college guides and periodicals.
- A poster for Black History Month, which will be posted on campus to help promote various BHM events and activities.
- Collateral material on event communication tips provided to student organizations and leaders to support their promotion efforts.
- Revision updates and design work for the 2021-22 Fast Facts publication.
- Revision updates and design work for the 2021-22 Economic and Community Impact Report.
- Design work associated with a special publication that celebrates Dr. Garibaldi's tenure as president, which is scheduled for release in March.
- Research and revision work of the institution's brand identity guidelines.
- The Impact of Giving publication, the work for which will begin in early February—the publication will mail by mid-April.
- Research and design review for the next issue of *Spiritus*, which is scheduled for mailing in June.

Media Relations

- From September 27, 2021, to January 12, 2022, Detroit Mercy faculty, staff, students, alumni and programs were mentioned and/or featured in approximately 3,500 online, print and digital media outlets. This is a decrease of about 40% during the last reporting period (January – May, 2021). Much of this decrease is due to suspended/cancelled athletic games, suspension of on-campus activities due to the Omicron variant and focus of media on economic, political and pandemic-related subjects.
- During this time period, Detroit Mercy received 380 national media mentions.
- Detroit Mercy’s share of sentiment during this period was 32.1% positive, 62.3% neutral and 5.6% negative. During the previous period, Detroit Mercy’s share of sentiment was 39.5% positive, 44.8% neutral and 15.7% negative.
- During the current period, the publicity value of news coverage was \$3.5 million and achieved a reach of more than 1.1 billion people. During the previous period, the publicity value was \$2 million and achieved a reach of 550 million.

Social Media

The increased engagement continues on Detroit Mercy’s Social Network. Highlights are as follows:

Facebook selected posts, September 29, 2021 – January 12, 2022 (facebook.com/udmercy)

MarCom developed and published 60 Facebook posts from Sept. 29, 2021 to Jan. 11, 2022, which totaled a reach of 149,897. Highlights include a post about the *MEAGN program at the Novi Campus*, which yielded a reach of 9,761 and achieved 2,088 engagements, 878 reactions, 1,210 post clicks and 23 shares; a post highlighting *Detroit Mercy’s undergraduate Nursing program earning a national rank in U.S. News & World Report’s 2022 “Best College” rankings*, which yielded a reach of 6,398 and achieved 713 engagements, 333 reactions, 380 post clicks and 26 shares; a *student profile on senior and Student Government Association president Matthew Hutnick, who interned in Washington, D.C.*, which yielded a reach of 4,382 and achieved 568 engagements, 240 reactions, 328 post clicks and four shares; and a *student profile on men’s soccer freshmen Daniel Larsson, who left Norway to study at Detroit Mercy*, which yielded a reach of 4,046 and achieved 120 engagements, 52 reactions, 68 post clicks and one share.

Instagram, September 29, 2021 – January 12, 2022 (@detmercy)

MarCom’s Instagram account currently has 4,160 followers, up nearly 260 since late September. Posts included photos of campus, happy holiday messages, Homecoming, student profiles and other University events. A post of Homecoming photos on Oct. 5 received 3,045 impressions and 235 likes. An Oct. 29 student profile on Matthew Hutnick had 2,967 impressions. A post of Antoine Davis breaking the school’s scoring record received 234 likes as one of the top ‘liked’ posts during the period. Insights are up 23% and the number of accounts reached across all stories and posts is over 340,000.

LinkedIn, September 29, 2021 – January 12, 2022

The Detroit Mercy LinkedIn page has 42,463 followers, up 670 since late September. For the period of Sept. 29 – Jan. 12, MarCom achieved a total of 241,918 impressions, 129,136 unique

impressions, 15,187 clicks and 5,063 likes. Three separate posts of photos of fall colors and the first snow fall on campus received a combined 44,442 impressions, 4,378 clicks and 1,257 likes and were the top three posts of the period. A Happy New Year post netted 325 likes and over 10,700 impressions. A WalletHub rankings post on Oct. 25 received the most shares with 12.

Twitter, September 29, 2021 – January 12, 2022 (@detmercy)

MarCom's Twitter page has 6,651 followers. For the period of Sept. 29 – Jan. 12, the account received 600 impressions per day. A Dec. 10 tweet of the Detroit Mercy Christmas Card saw 2,073 impressions and 91 engagements as the top tweet during this period. A Jan. 10 post of Antoine Davis breaking the scoring record had 1,951 impressions and 74 engagements. A Dec. 14 tweet wishing students good luck on final exams saw 1,877 impressions and 73 engagements.

TikTok (@detmercy)

The Detroit Mercy TikTok page (10 followers) was created in late November 2021 and is in the beginning stages of development for use. The lone TikTok so far yielded more than 600 views from the De-Stress Fest and Christmas Tree Lighting at the Fitness Center in early December.

Web Site Traffic & Development

MarCom continues to implement refinements to website design, functionality, and accessibility compliance. The department use multiple quality assurance systems such as Site Improve to systematically check websites for a range of 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:

- Identified and resolved issues with third-party vendor tracking scripts ("pixels").
- Updated School of Architecture site to refer to School of Architecture & Community Development (SACD).
- Oversaw design update to Stelter Planned Giving website.
- Assisted and oversaw dozens of website contributors (Cascade editors).
- Contracted with Beacon Technologies to assist in specific website refinements to help improve website accessibility across all sites.

According to Google Analytics (Universal version), from Sept. 27, 2021 to Jan. 9, 2022, the main website at www.udmercy.edu received the following user activity:

- 159,524 users;
- 308,768 sessions; and
- 47.12% first-time visits (estimated).

