

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 others to do the same
- Alumna earns prestigious Presidential Management Fellowship honor
- Titans name Achter head women's basketball coach
- Freshman wins big in sustainability project contest
- Faces on Design provides Nursing, Engineering students with life-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
- Detroit Mercy observes Black History Month with variety of events
- Research by Detroit Mercy professor, student shows electrician need for BEV adoption
- Detroit Pistons to host Detroit Mercy Night
- Charlton Center to host Mellody Hobson, president & CEO of Ariel Investments and chairwoman of Starbucks Corp.
- Day of Giving highlights donor impact

Alumni Communications/Activities

In the interest of producing a broader product, *Spiritus* is now being 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 timelier manner.

The department has mailed 7,500 copies of "Catalyst for Transformation," a look back at the tenure of Antoine Garibaldi. More will be available at the president's celebration on June 17. Each issue had a donation envelope and as of this date, the issue raised \$7,073 for the Student Union renovation.

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, 2022 (facebook.com/udmercy)

MarCom developed and published 104 Facebook posts from Jan. 13, 2022, to May 11, 2022, which totaled a reach of 301,374. Highlights include a post about the appointment of Donald B. Taylor as the institution’s

26th president, which yielded a reach of 45,215 and achieved 1,381 engagements, 400 reactions, 981 post clicks and 18 shares; *a post about a missing University of Detroit ring which led to a MarCom-produced story*, which yielded a reach of 28,365 and achieved 3,464 engagements, 917 reactions, 2,547 post clicks and 336 shares; *a commencement profile on men's basketball senior Willy Isiani*, which yielded a reach of 5,957 and achieved 159 engagements, 57 reactions and 102 post clicks; and *a post/photos showcasing the new bookstore and lower level of the Student Union*, which yielded a reach of 5,198 and achieved 869 engagements, 241 reactions, 628 post clicks and eight shares.

Instagram, February 8, 2022 – May 11, 2022 (@detmercy)

MarCom's Instagram account currently has 4,470 followers, up 310 since Jan. 13, 2022. Posts included Commencement profiles and #DetroitMercy2022 photos, activities and photos on campus, Women's History Month/Title IX features, profiles, videos and more. Profile visits since Feb. 8 were up 27%, with 11,666 users visiting and there were 6,635 post interactions (up nearly 97%). Total accounts reached (including ads) were more than 251,000 since Feb. 8. Top posts included a throwback to Keegan-Michael Key on his birthday (2,711 reached, 314 likes), Tommy Titan wishing the Tigers good luck on Opening Day (2,200 reached, 275 likes) and two posts on the Student Union progress (more than 2,000 reached and 240-plus likes on both).

LinkedIn, January 13, 2022 – May 11, 2022 (University of Detroit Mercy)

The Detroit Mercy LinkedIn page has 43,143 followers, up 680 since Jan. 13. For the period of Jan. 13–May 11, MarCom achieved a total of 314,702 impressions (up nearly 75,000 from previous period), 162,667 unique impressions (up more than 30,000), 28,294 clicks (nearly double), 7,002 likes and 179 shares. Photos of the recent progress of the Student Union on March 17 received 14,000 impressions, 4,540 clicks and 371 reactions. Another post on the Student Union from Feb. 11 garnered 13,330 impressions and more than 5,170 clicks. Two separate posts on Willie Green combined to receive 17,500 impressions and nearly 600 reactions. A post announcing Donald Taylor as the new President had the most comments with 40, while a Martin Luther King Jr. Day photo had the most shares during the time frame with 23.

Twitter, January 13, 2022 – May 11, 2022 (@detmercy)

MarCom's Twitter page has 6,695 followers. For the period of Jan. 13–May 11, the account received more than 800 impressions per day, up nearly 200 per day from the previous period. A Feb. 22 tweet announcing the appointment of new President Donald Taylor received 13,600 impressions and 265 engagements. Other engaging posts include a Commencement profile on Willy Isiani on May 5 (3,850 impressions), a March 24 post on a dinosaur discovery by Nizar Ibrahim (3,160 impressions, 135 engagements) and snowy photos of campus (3,100 impressions).

TikTok (@detmercy)

The Detroit Mercy TikTok page (21 followers, 65 likes) was created in Nov. 2021 and is in the beginning stages of use. The last two posts (15-second winter snapshot of campus, Theatre Company promo) both yielded more than 1,000 views. It'll be integral for 2022 Commencement.

GIPHY (Social media stickers, @detmercy)

A GIPHY account was created in February 2022 for Detroit Mercy-themed stickers that can be used on social media accounts, mainly Instagram and Snapchat. An Accepted Students Day banner attracted more than 16,000 views across two days from April 7-8. So far, 17 stickers have been created and uploaded and the channel has received more than 78,000 views.

Web Site Traffic & Development

MarCom continues to implement refinements to website design, functionality, and accessibility compliance. The department uses multiple quality assurance systems such as SiteImprove to systematically

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.