



Marketing & Communications:

20/21 Year in Review

A challenging

(AND, EVENTUALLY, SUCCESSFUL YEAR)

for promoting Unity College



From Crisis Communication



**To Promoting the Path Forward
Reaching New Audiences
Increasing Revenue**



By focusing on: The **positive** stories of Unity College – and keeping to the higher ground.

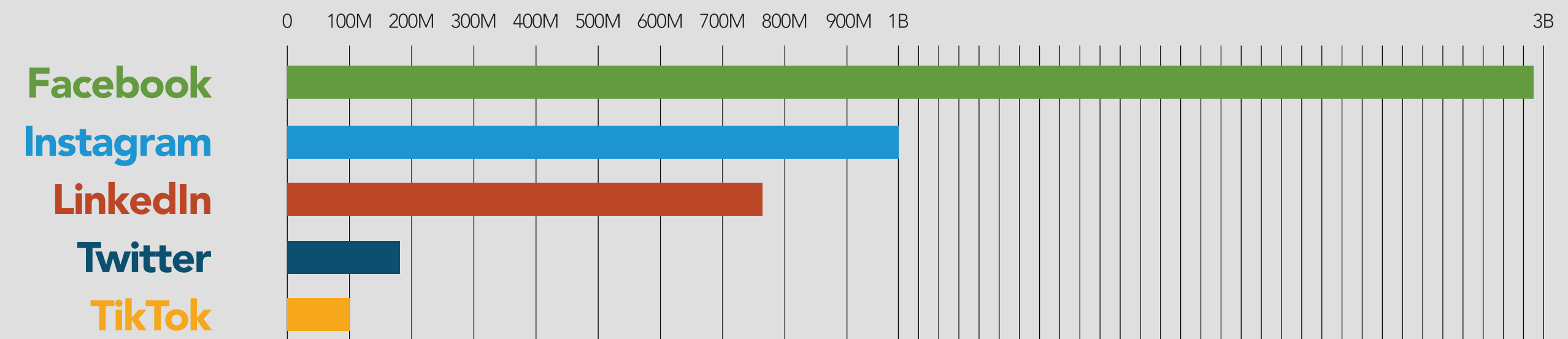


Facebook

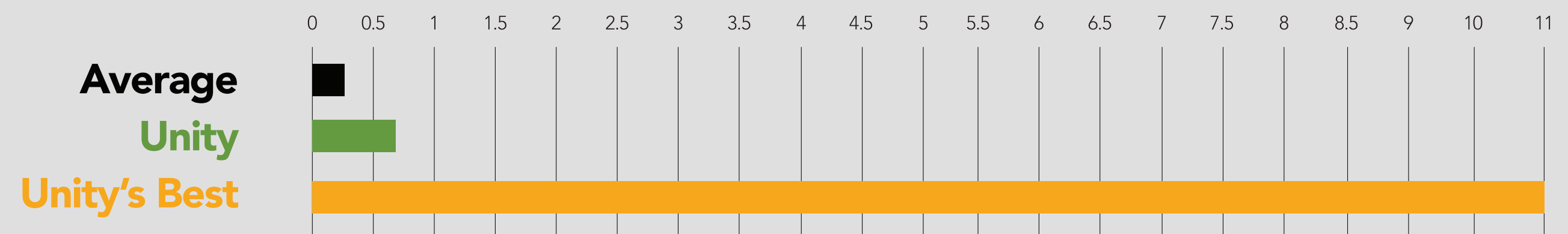
- The highest number of people are on Facebook (**almost 3x the number of Instagram**) holding the second largest social media audience.
- Facebook has the lowest organic engagement rate of all platforms while Instagram has the highest by far.
- Facebook is valuable for **engaging content to support paid advertising efforts**.
- Since November 2020, we have increased our following by 1,256 and the amount of engagement is up by 5x the amount.



of people on the platform



facebook engagement rate



Instagram

- Instagram, with the second highest number of users, has the **highest rate of engagement** of any platform.
- Since November of 2020, we have **increased our following by 992** and our highest engagement is up to 4%.
- Negative engagement has significantly dropped on this platform.



Facebook

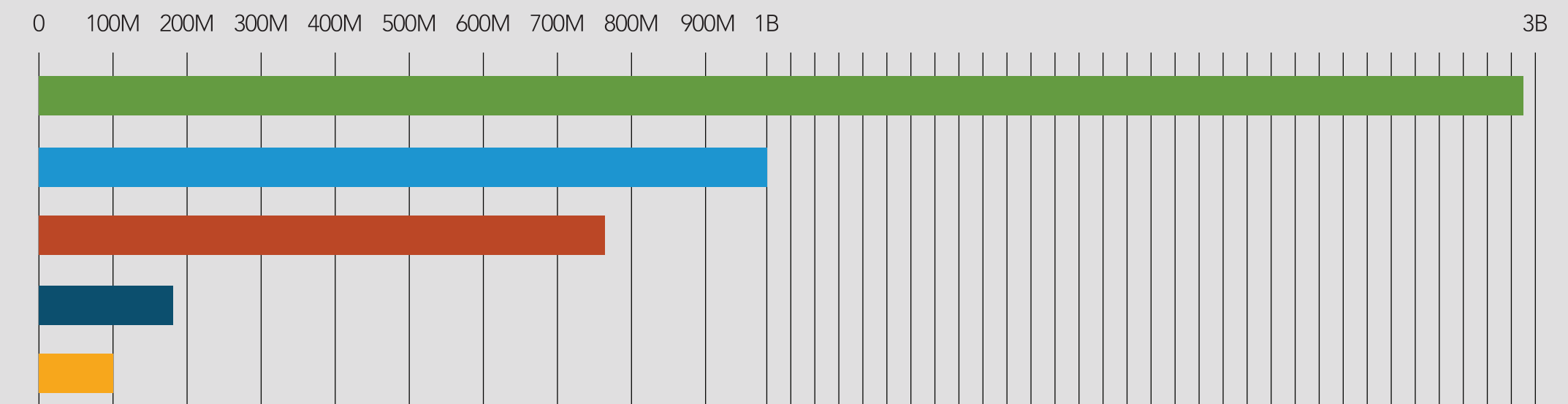
Instagram

LinkedIn

Twitter

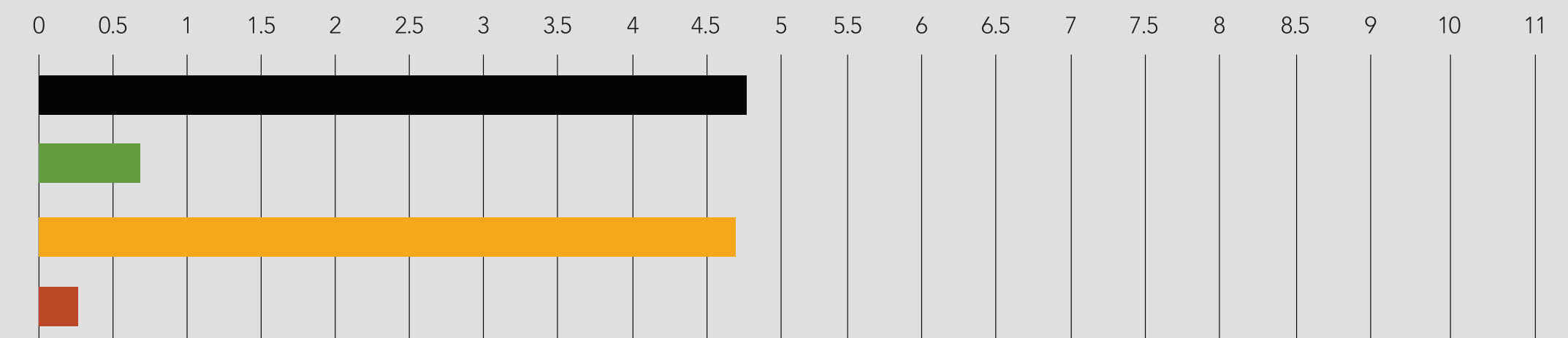
TikTok

of people on the platform



instagram engagement rate

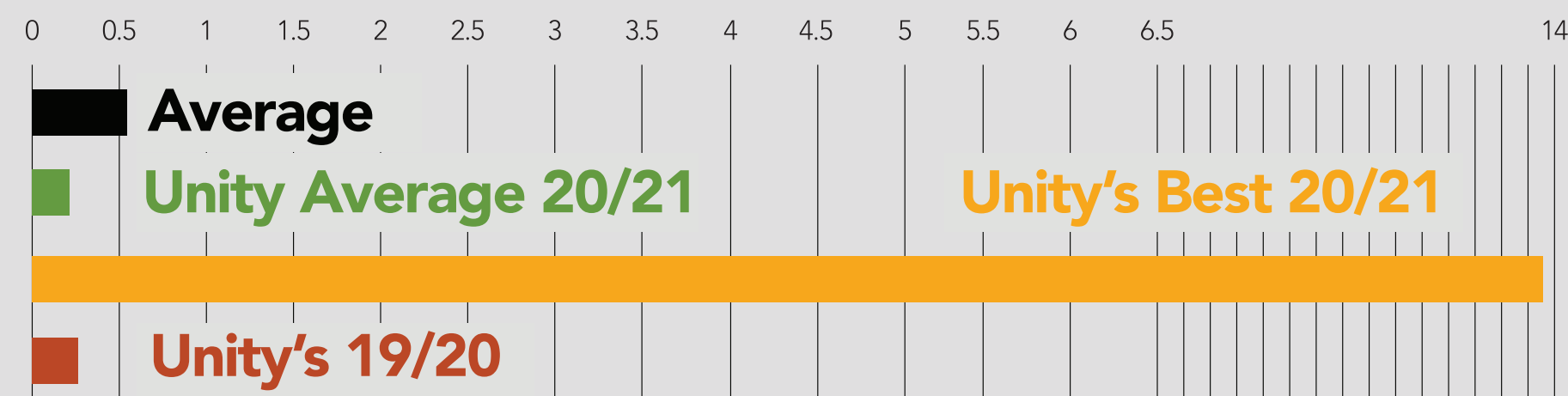
Average
Unity Average 20/21
Unity's Best 20/21
Unity's 19/20





LinkedIn

- LinkedIn is a great platform for sharing news and student success.
Increase of 2,217 followers since Aug. 2020.
- With the help from employee engagement, the post below had a **13.35%** engagement rate — well above the average for the platform at 0.54%.

linkedin engagement rate




**Unity College**
7,911 followers
1w · 

One Year After Path Forward Announcement Unity College Doubles Enrollment

College Hires 100 and Looks to Fill 40 More Positions to Meet Growing Demand




Unity College President and CEO Dr. Melik Khoury announced another term of record enrollment as America's Environmental College continues evolving in an effort to better meet student's needs. This comes at a time when many small colleges are seeing massive enrollment declines.

<https://lnkd.in/euazGB3>












One Year After Path Forward Announcement Unity College Doubles Enrollment

unity.edu · 3 min read

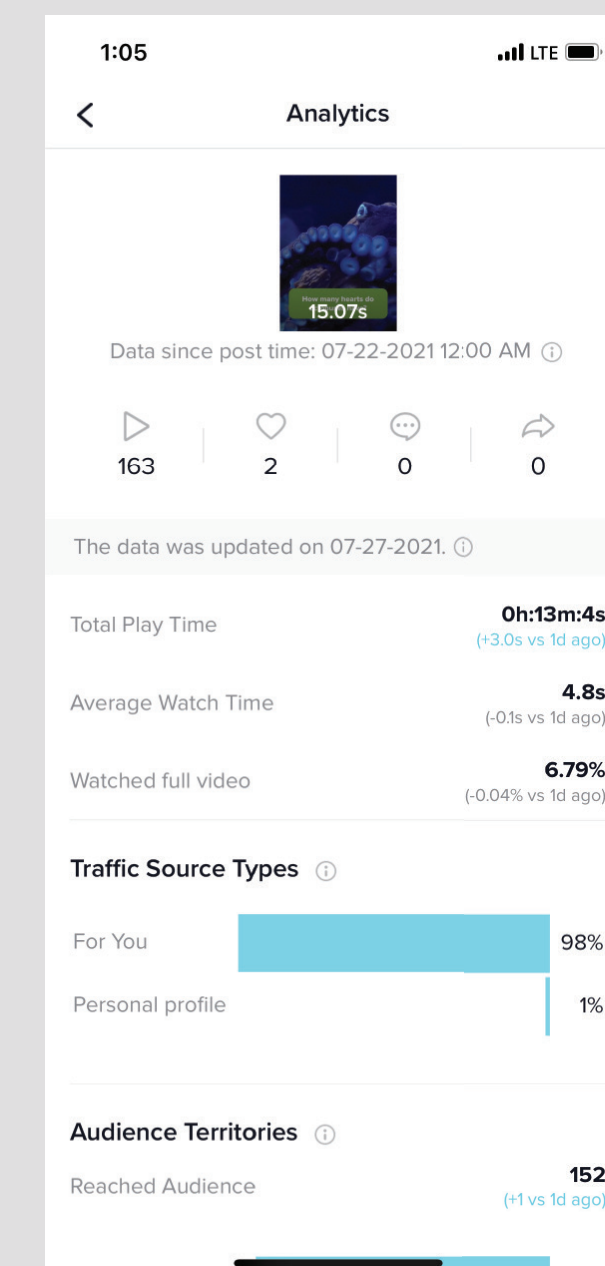
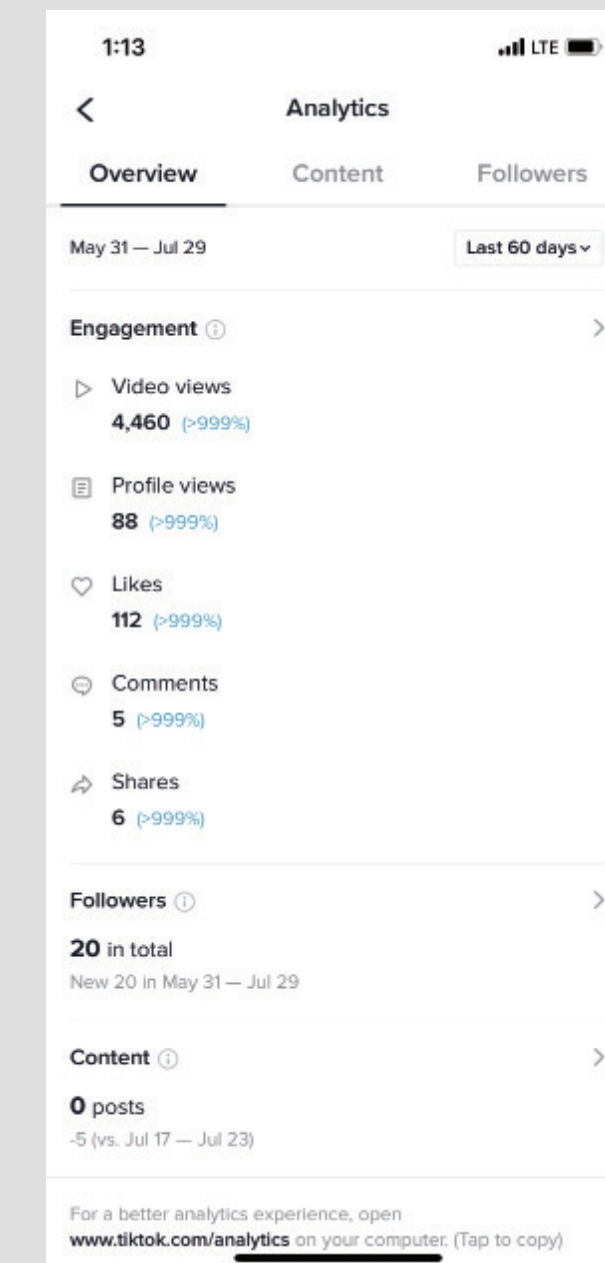
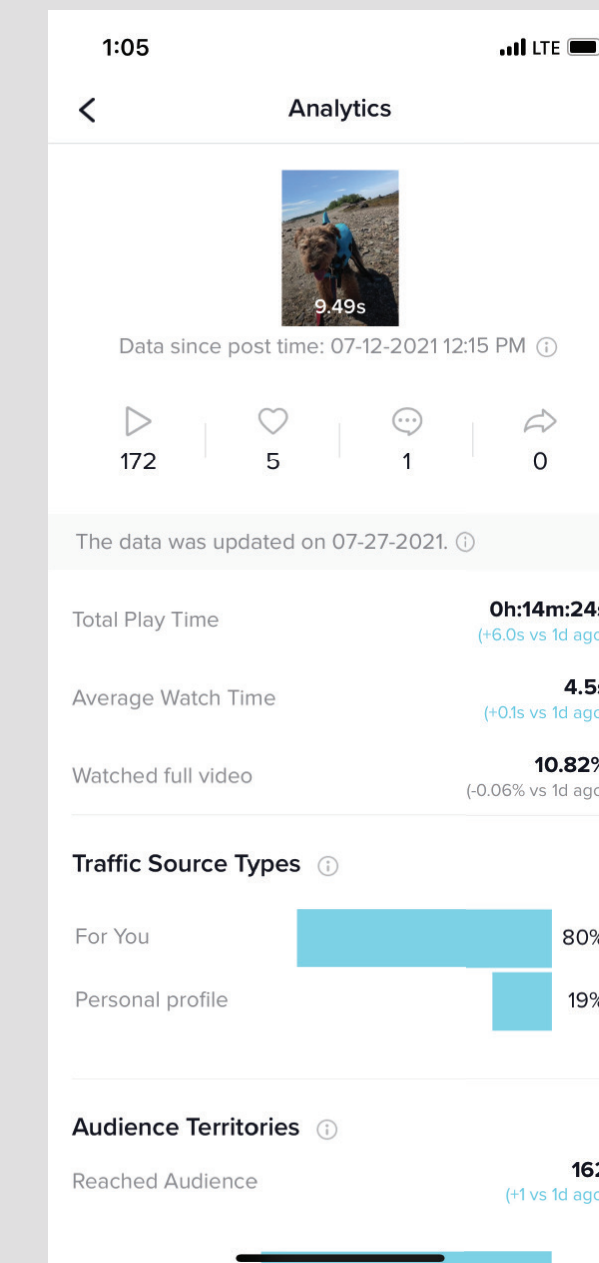
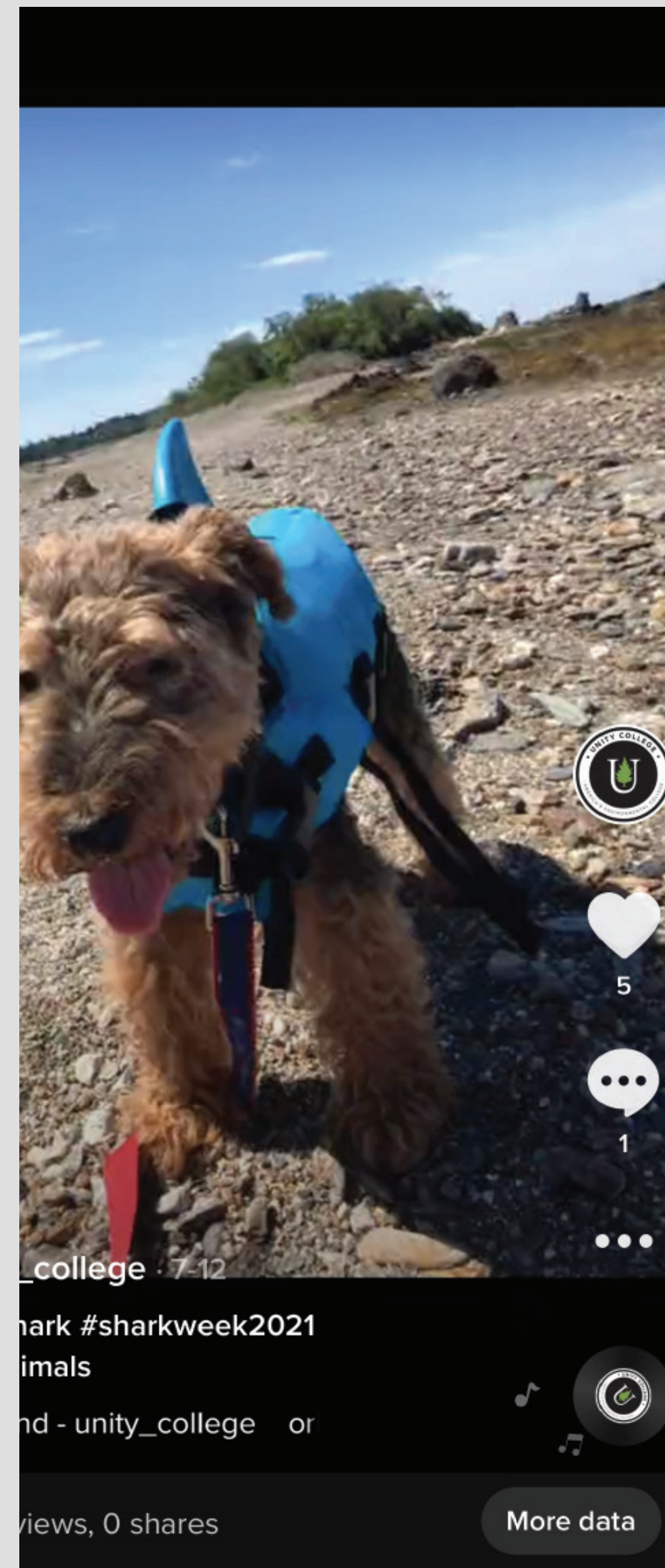
 90 · 11 comments

Reactions

 +82

TikTok

- Very few schools are utilizing TikTok and we hope to be the leaders here.
- TikTok is a place for **fun, engaging content** — this is not a place where we will be sharing news stories but rather showing off how fun it is to be a student at Unity.



Social Media takeaways

CONTENT IS KING.

- What we have learned across all platforms is Unity in the news and Student Stories receive the highest engagement.
- We plan to continue sharing this content as well as exploring new ways to reach our audience and engage them.



Distance Education Lead Generation

60%

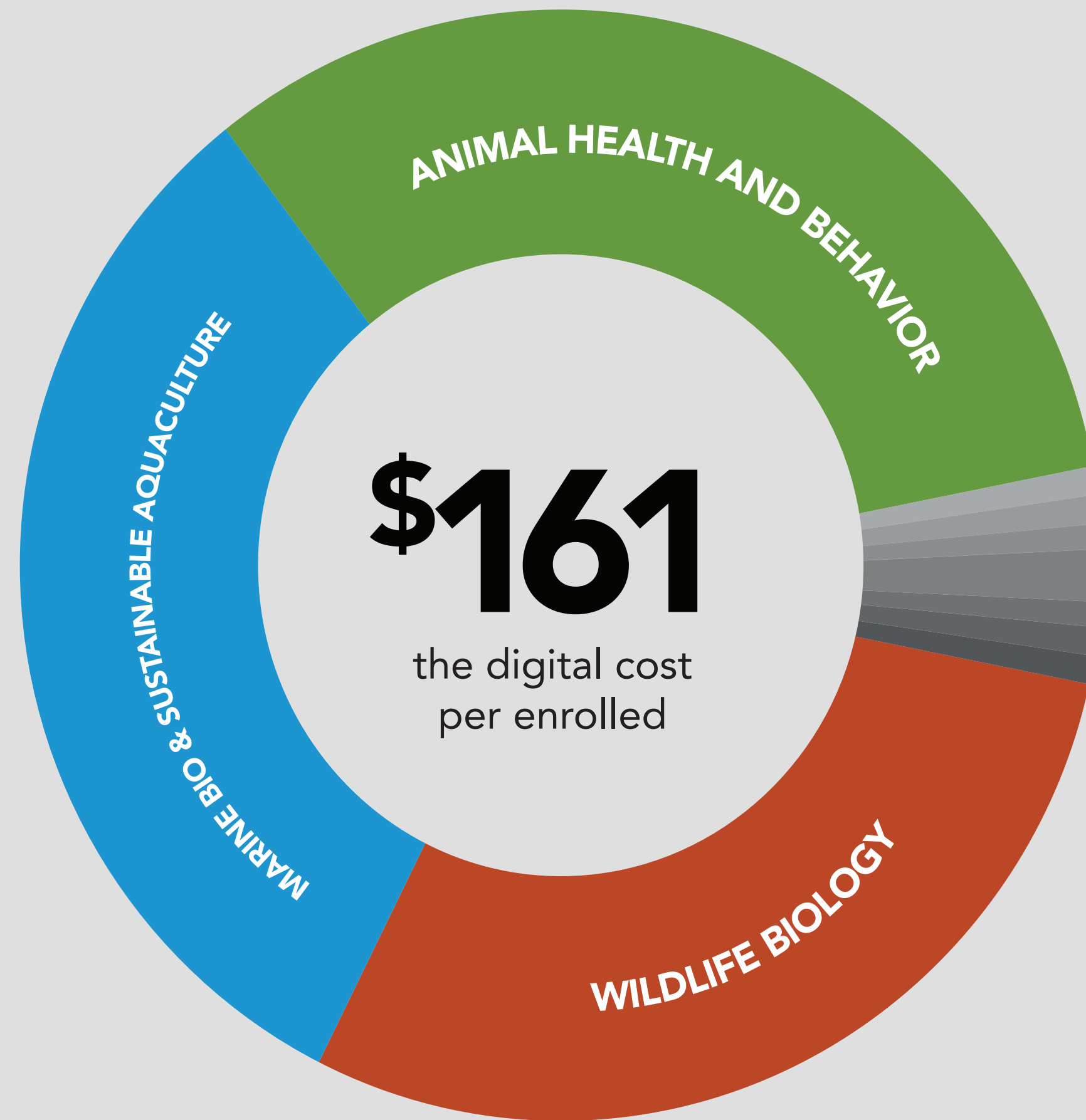
of enrolled students had as their first source organic.

\$52

Average cost per inquiry (lead)

\$948

Average digital cost for an enrolled student



Just **three** undergraduate degree programs represent **90%** of the total number of enrolled students

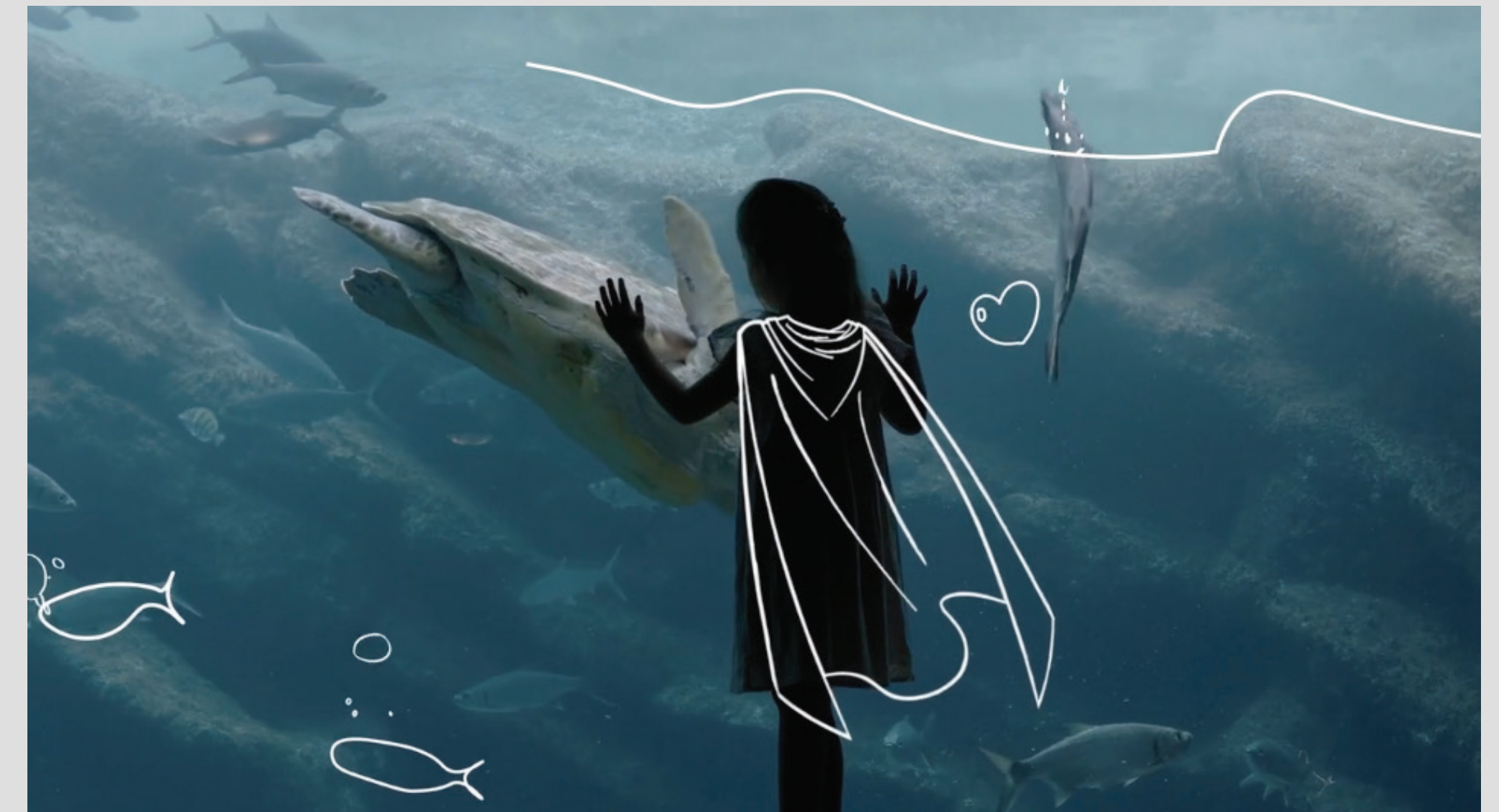
Distance Education Initiatives

- Hired Marketing Coordinator **dedicated** to Distance Education
- Working with IT and XR to create **easy purchasing options** for classes, microcourses online
- **Increased** Social media presence
- **Improved and updated** all degree information online



Kelly Schneck
ASSISTANT DIRECTOR OF MARKETING
DE CONTENT DEVELOPER

Hybrid Learning Initiatives



Created a series of **Facebook Live events** of interest to potential students, reaching thousands of live viewers with positive reviews, comments, and shares.

Created a pilot video for a future series of outcome inspiring videos: **"Environmental Superhero"**



Technical Institute for Environmental Professions Initiatives

- PR blitz announcing launch, Dean of TIEP, and the Pineland location
- Currently working on marketing strategy and content for website



Other Enterprise Highlights



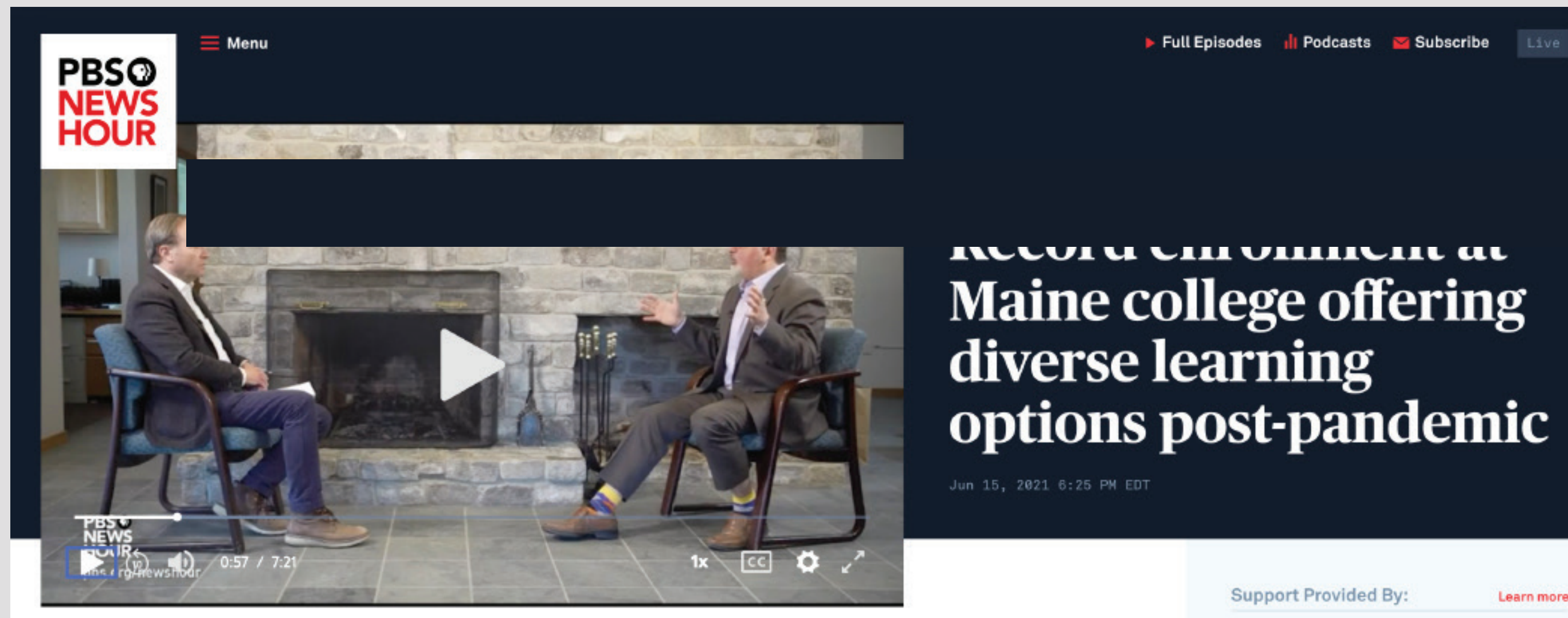
Joe Hegarty

Hired Director of Media Relations



Created Greensboro + Unity
Partnership video

Earned Media: Strategic Storytelling



Record Enrollment at Maine College Offering Diverse Learning Options (PBS) Audience: According to Nielsen ratings, 2.7 million people watch PBS Newshour each night, and 8 million watch in the course of a week. It has 14 million unique online viewers per month.



- Since March of 2021, Unity College has had more than **30 positive and accurate** major media exposures.
- This has been critical in correcting misinformation that was spread rampantly in August & September of 2020.
- Unity College to open environmental professions institute at Pineland Farms (Portland Press Herald)
- Unity College Announces Pandemic Lock-down Lift (Kennebec Journal)

Crisis Management in the Media

- Coverage in the days before Downeast article release
Unity College Says Enrollment Has Doubled After Shift To Hybrid Model | **Maine Public**
- Coverage in the days after the Downeast article release
College Presidents Implement New Models to Bridge Affordability Challenges | **Higher Education (diverseeducation.com)**



Using Our Faculty/Staff as Experts

These appearances are incredible opportunities for both the college and our faculty.



Maine Issues Zebra Mussel Warning
NECN

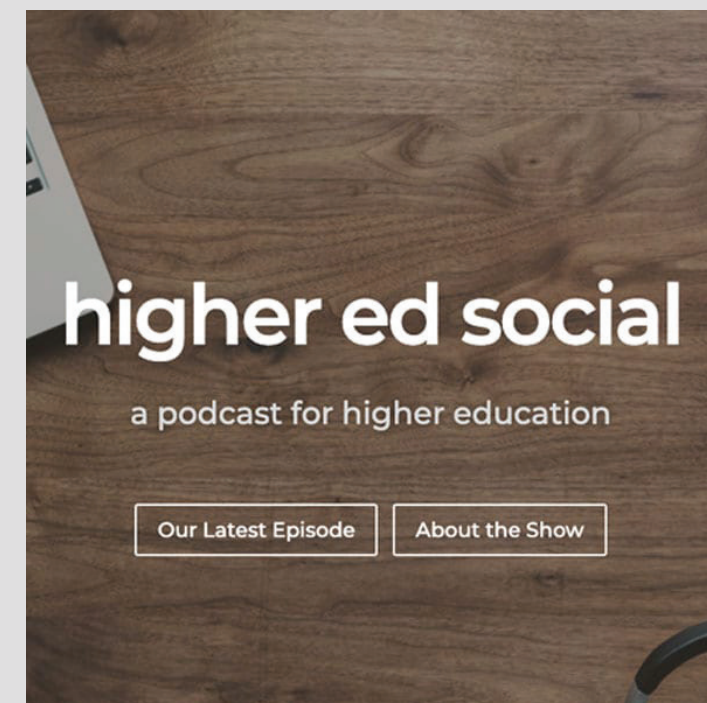


Hannaford Says It's Eliminated Food
Waste From All Its 183 Supermarkets
NECN

Podcasts

Over the past decade, podcasts have seen a steady rise in popularity. According to Edison Research, **78 percent of Americans** are now familiar with the term “podcasting” and more than **5 in 10 have listened** to a podcast themselves.

In this past year, Dr. Khoury participated in **4 podcasts**, each focusing on a different aspect of the Path Forward, allowing him to hone and expand upon the **Path Forward**.



Presidential Speaking Engagements

In 20/21, Dr. Khoury received the **most invitations (9)** for speaking engagements in his time as Unity College president. They include:

- Higher Education Innovation
- Salesforce Education Summit
- Mid-Maine Chamber of Commerce Leadership Luncheon
- Association of Governing Boards
- Education Dynamics

Interview Prep and Coaching + **Vetting Access**



Website Growth in 20/21

104K+

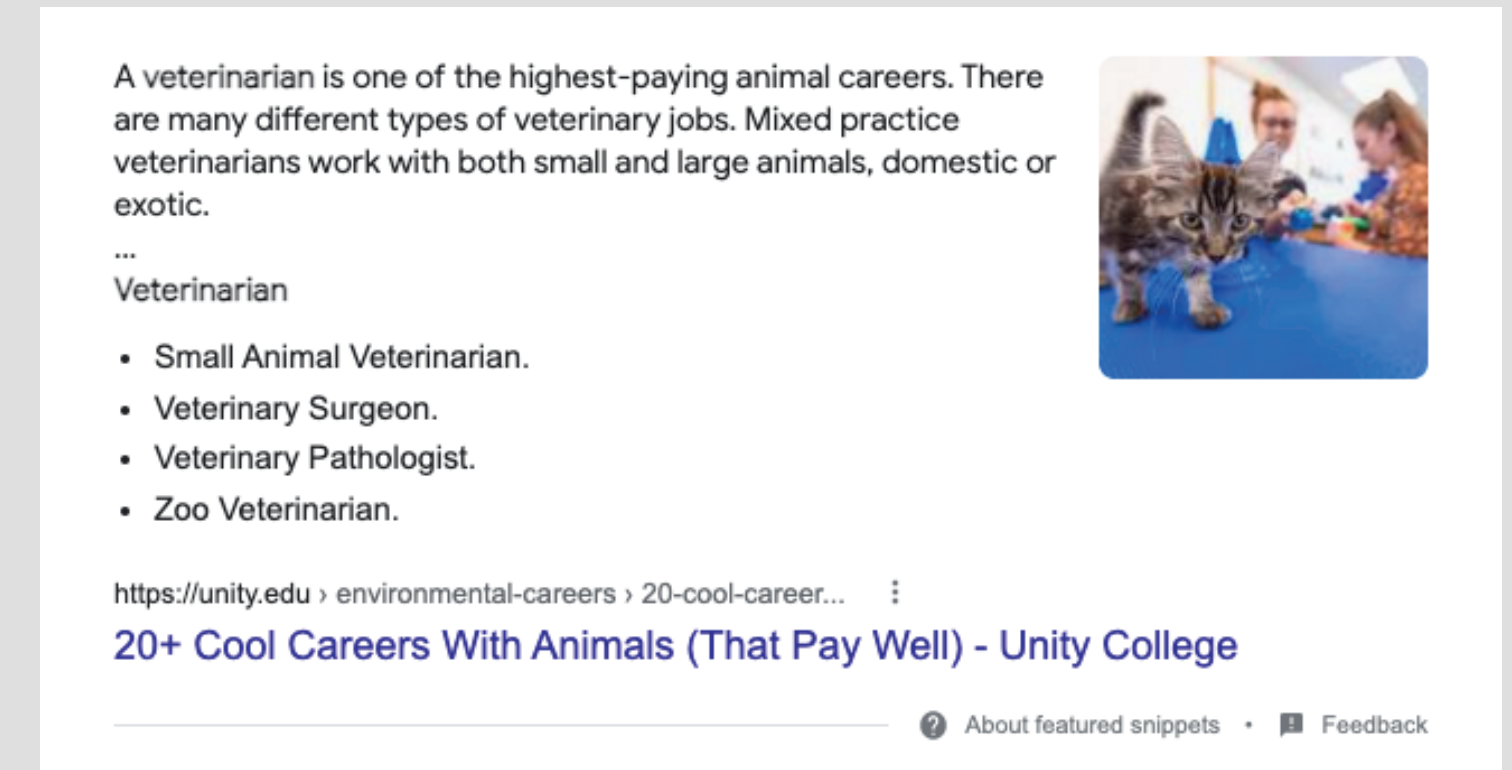
- We have more than doubled the monthly users (July 2020 compared to July 2021) and had now reached **over 100K users per month** (compared to 45K at the same time last year) representing an increase of **144%**

73%

- We completed **73% more goals** on the website in July compared to November.

4 sec.

- Conversion rate has **improved 50%**
- We have **doubled the number of inquiries**
- Average page load time in the USA is **4 seconds** - 1 second less than the same time last year
- Organic users are **up 148% YoY**



Five of the top ten most visited pages are **blog posts (content marketing initiatives)** that continue to grow in popularity:

20 cool careers with animals that pay well
Ways to solve environmental problems
What can you do with a marine biology degree
Careers: Zoologist
Top seven highest paying environmental careers

Thank you!
Questions?

