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SUBJECT: Advancement & Marketing and Communications Committee Meeting  
Report for **January 26, 2022**

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In accordance with the General Laws of the Commonwealth of Massachusetts, Chapter 30A and amended by Executive Order issued March 13, 2020, suspending parts of the Open Meeting Law to allow public remote participation and participation by the public body remotely, the Advancement & Marketing and Communications Committee of the Board of Trustees met remotely on **January 26, 2022**

In accordance with the Open Meeting Law all votes taken during this meeting, in which a member participated remotely, were by roll call vote.

Present for the committee were Trustees Midge DeSimone (chair), Rob Lutts (vice chair), Teri Chisholm, Ruthanne Russell, President Keenan (ex-officio), Assistant Vice President of Marketing and Communications Corey Cronin, Vice President of Advancement Cheryl Crouse, Director of Campaign and Donor Relations Taylor Dunn, and Executive Assistant to Cheryl Crouse Hai Huynh.

Trustee DeSimone called the meeting to order at 3:02 p.m.

**Committee Charter – action (attached)**

Chair DeSimone reviewed the proposed changes to the committee charter, specifically the omission of “institutional” throughout the document. DeSimone and Vice President Crouse shared that the update to the committee charter was necessary to reflect the change in name from institutional advancement to advancement effective January 1, 2022.

**A Motion was made by** Russell, seconded by Chisholm, and unanimously voted to recommend that the Board of Trustees approve the following motion pertaining the committee charter. Trustee DeSimone asked for a roll call vote.

**Recommended motion:** The Board of Trustees of Salem State University hereby approved the proposed changes to the Advancement, Marketing and Communications Committee Charter as presented.

Voting in the Affirmative: Chisholm, Lutts, Russell, DeSimone (Chair)

Voting in the Negative: None

Absent: None

**Marketing and Communications**

**Fall semester outreach results (attached)**

Assistant Vice President Corey Cronin provided the committee with a report on the

fall semester marketing results. His team conducted robust targeted advertising campaigns across multiple platforms and drove 15,677 verifiable actions to specific undergraduate website pages. Cronin reported that the “success” ads were among the strongest garnering 3,230 verifiable actions\*. These were followed by “visit us” and “admissions and aid”. (\*A verifiable action means that the visitor’s behavior on the site was intentional, they were not clicking on random pages for a few seconds, and they followed the prescribed user journey determined for that campaign.)

As prospective students for the School of Graduate Studies and School of Continuing and Professional Studies programs are more difficult to find, Cronin reported that his team focuses on search engine marketing, keyword remarketing, programmatic audio, and also next generation custom audience platforms. These adult learner campaigns drove 2,777 verifiable actions to specific pages of our website.

He noted that prospects clicking on the university’s campaigns came from these top areas: Boston (2,555), then Cambridge (659), Worcester (471), Salem (456), Lowell (318), Lynn (307). These results indicate that marketing is reaching a wide Massachusetts audience with their outreach initiatives and there is potentially a strong interest in remote or hybrid adult programs. Cronin also shared that a growing number of prospective adult learners are using desktop computers to search for programs, likely due to the increased remote work availability in our region.

Cronin also discussed the university’s web traffic and how we have seen an increase in unique November visits by 43M (to 285M) and 856M (to 1.7M) page views. Some key pages experienced large increases in visitation during that month. For example, the “visit us” page had an overall visitation increase of 360% (from 2.1 to 9.8M visitors). We also experienced an increase of over 50% to the “campus tour” page (from 934 to 1.5M). Combined, this tells us that prior to the recent pandemic surge, students and their families were eager to experience Salem State first-hand.

Marketing’s campaigns also increased traffic to individual academic program pages such as nursing, healthcare studies, psychology, business, and the Bachelor of Liberal Studies; MEd, early childhood, MSW, industrial/organizational psychology also experienced an increase in visitors in the adult learner market.

Marketing’s website and social media team, led by Anne Collins, partners with academic areas to conduct strategic content review. Marketing has experienced some real success this fall through this work. Interdisciplinary studies, with the new Bachelor of Liberal Studies, experienced a 281% increase in unique visitors (236 to 898 visitors); Bertolon School of Business increased 197% (1,512 to 4,505), healthcare studies visits are up 70% (378 to 641), among other highlights. A more detailed report on the fall campaigns and their results was provided in the Board of Trustees’ packets.

## **Advancement**

### **Meet the Moment Campaign Update (attached)**

Vice President Crouse reported that the Campaign Steering Committee convened

on November 2, 2021. She shared that the committee was confident that the campaign would reach 60% (\$30 million) of the campaign's fundraising goal by Spring 2023 and voted to launch the campaign at that time. To help the Campaign Steering Committee make that decision, the following data was provided as of November 24, 2021; \$20,783,062 raised, \$2,426,264 in outstanding proposals, \$14,637,500 in potential major gifts remaining, and \$2,300,844 in projected annual gifts in the next 18-months. The best-case possibility using this data forecasts a potential to raise \$40,147,670 by spring of 2023. Crouse shared that as of January 25, 2022, \$21,906,211 has been raised.

Crouse reported that since that decision the campaign launch event planning is underway along with a communication plan. Additionally, the creation of a website for the campaign, finalizing the content of the case for support and prospecting new campaign leads and engaging volunteers in the process.

### **Questions**

Chair Lutts asked Crouse if the Advancement team finds that the Zoom video conferencing platform is making it easier to connect with prospects. She replied that it depends on their preference. It seems that previously engaged prospects are easier to connect with now that there is a virtual option; however, finds it challenging with new prospects as in-person meeting helps to establish relationships.

Trustee Chisholm asked Crouse when in-person visits will resume. Crouse responded that it depends on the preference of donors, virtual meetings have been offered; however, in-person visits with precautions have also been taking place for the past nine months. President Keenan added that the virtual option has allowed for them to meet with donors that may have been harder to schedule in-person meetings with in the past. Trustee Chisholm also asked if Advancement is anticipating an impact in relation to the new tax laws. Crouse reported that it is too early to tell, in the past tax incentives did likely positively impact the number of gifts received this past December; however, majority of our donors contribute regardless of tax incentives. They are more focused on our mission and the impact their philanthropy as on our students.

There being no new business to come before the committee,

**A Motion was made by** Lutts, seconded by Chisholm, and unanimously voted to adjourn the meeting. Trustee DeSimone asked for a roll call vote.

Voting in the Affirmative: Chisholm, Lutts, Russell, DeSimone (Chair)

Voting in the Negative: None

Absent: None

The meeting was adjourned at 3:27 p.m.



## Board of Trustees

### ~~Institutional~~ Advancement, Marketing and Communications Committee Charter

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#### **Purpose:**

The ~~Institutional~~ Advancement, Marketing and Communications Committee of the Board of Trustees shall be a permanent committee which will be active and involved in the identification of university priorities and long-term plans that should be supported by private philanthropy. This committee will concern itself with the public's perception of the university in the marketplace and efforts to promote the university to various constituents. This committee will provide reports to the Salem State University Board of Trustees as necessary. The Committee on ~~Institutional~~ Advancement, Marketing, and Communications shall have the following duties and powers:

- Recommendations to the full Board concerning how the university and the SSU Foundation can work together as agreed to in the Memorandum of Agreement to support the university's priorities and long-term plans
- Recommendations with regard to policies and programs related to the advancement of the
- institution, including activities involving alumni, the SSU community and other external bodies, in order to foster understanding of, and support for, the university and its mission.
- Recommendations with regard to plans, proposals and the acceptance of major gifts to the Foundation on behalf of the university in accordance with the guidelines of the Naming Opportunities and Gift Recognition Policy and the Gift Acceptance Policy. This is inclusive of all private funds, including: special gifts, endowments, bequests, and other means as annual or campaign gifts.
- Recommendations with regard to policies, programs, and initiatives for marketing the university to all constituencies including advertising, direct marketing, digital marketing, social media, media relations and public relations.
- Recommendations with regards to policies, programs, and initiative involved in the management of the university's brand.

## **Responsibilities for Advancement**

1. Within the scope of existing policies and procedures, make recommendations to the Board for the naming of any physical facility, campus grounds or academic program as appropriate.
2. In conjunction with the Salem State University Foundation, set goals and funding priorities for major fundraising campaigns to benefit the university
3. In addition to making a personal gift, assist with the identification, education, cultivation and stewardship of prospects and donors to the university
4. Assist with expanding the pool of volunteers for consideration as Trustees, Foundation Board, Alumni Board, Overseers, Assistance Corporation, Campaign Committees and Deans Advisory Councils

## **Responsibilities for Marketing and Communications**

1. Assist in defining and assessing the university's position in the marketplace
2. Make recommendations to the board concerning marketing activities that directly impact the university's brand and position in the marketplace.
3. Make recommendations to the board regarding policies that govern institutional communications, marketing, and public relations.

## **Membership:**

The ~~Institutional~~ Advancement, Marketing and Communications committee shall have not fewer than three Trustees appointed by the Chair of the Board. The President shall be a member of the committee, ex officio, voting. Committee members may include individuals who are not trustees so long as the majority membership of the committee is comprised of trustees. The Chair shall have the authority to appoint non-trustee members advisory, nonvoting to the committee to serve until the next annual meeting. Members may be appointed to the committee on a temporary basis, by the Chair, as may be required.

## **Staff Designee:**

The vice president for ~~Institutional~~ Advancement is the senior staff member supporting the committee for ~~Institutional~~ Advancement and SSU Foundation matters. The associate vice president for Marketing and Communications is the senior staff member supporting the committee for marketing and public relations matters.

**Meetings:**

The committee is expected to meet at least four times each academic year. Frequency and timing of meetings shall be determined by the chair of the Board of Trustees. Meetings shall be conducted in compliance with the state's Open Meeting Law. Executive sessions may be conducted periodically and shall be limited to those matters permitted by the state's Open Meeting Law.

**Agenda, Minutes, and Reports**

The chair of the committee, in collaboration with the staff designees, shall be responsible for establishing the agendas for meetings. An agenda, together with relevant materials shall be made available to committee members at least five days in advance of the meeting. Minutes for all meetings shall be drafted by the staff designee, reviewed by the committee chair, and approved by committee members at the following meeting.

**REQUEST FOR TRUSTEE ACTION**

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Date: January 5, 2022  
To: Board of Trustees  
From: Advancement, Marketing & Communications Committee  
Subject: Committee Charter revisions  
Requested Action: Approval

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**MOTION**

The Advancement, Marketing and Communications Committee hereby recommends that the Board of Trustees approve the following motion pertaining the committee charter, attached.

**Recommended motion**

The Board of Trustees of Salem State University hereby approved the proposed changes to the Advancement, Marketing and Communications Committee Charter as presented.

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Committee Assigned: Advancement & Marketing and Communications  
Committee Action: Approved  
Date of Action: January 26, 2022

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Trustee Action:  
Trustee Approval Date:  
Effective Date:

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Signed: \_\_\_\_\_  
Title: Secretary of Board of Trustees  
Date: \_\_\_\_\_

TO: Advancement, Marketing and Communications Committee of the Board of Trustees  
Mary (Midge) DeSimone '76, chair                      Teresa J. Chisholm  
Rob Lutts, vice chair                                      Ruthanne Russell '82

FROM: Corey Cronin, assistant vice president, marketing and communications

SUBJECT: Marketing and Communications Report    DATE: January 26, 2022

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## Fall Semester Outreach Results: Executive Summary

### Undergraduate and Transfer Student Campaigns Summary

Robust targeted advertising campaigns across multiple platforms drove 15,677 verifiable actions to specific website pages.

Campaigns used a variety of media, ad sizes and messages with calls to action including: success, early action, apply now, learn more, apply Vikings, and visit us.

We conduct A/B testing on all advertising and track conversations. Our “success” ads were among the strongest garnering 3,230 verifiable actions\*. These were followed by “visit us” and “admissions and aid”. We not only measure impressions but also clicks, post click actions, and post impression actions. This means in a limited way, we are able to track what prospects are doing, what pages they are visiting on our site to ensure our dollars are truly being well spent. (\*A verifiable action means that the visitor’s behavior on the site was intentional, they were not clicking on random pages for a few seconds, and they followed the prescribed user journey determined for that campaign.)

The accompanying report provides details on the fall campaigns and their results.

### School of Graduate Studies and School of Continuing and Professional Studies Student Campaigns Summary

As these students are more difficult to find, we focus on search engine marketing, keyword remarketing, programmatic audio, and also next generation custom audience platforms.

These adult learner campaigns drove 2,777 verifiable actions to specific pages of our website.

It is interesting to note that prospects clicking on our campaigns came from these top areas: Boston (2,555), then Cambridge (659), Worcester (471), Salem (456), Lowell (318), Lynn (307). These results indicate that we are reaching a wide Massachusetts audience with our marketing and there is potentially a strong interest in remote or hybrid adult programs.



When you look at the key words prospects type into a search engine, you will find: “master business administration”, “teacher MA”, “MSW”, “saalem state admissions,” and “MA early childhood education”, among other programs, as top results.

Something that has changed for graduate and continuing education prospects is what device they are searching on. This fall, the majority of prospects still visited our site on a mobile device (9M) but the number of desktop computer users increased greatly (7.3M). This increase in computer users most likely reflects the new remote work situation in our region.

The accompanying report provides details on the fall campaigns and their results.

## November Web Traffic

Our website serves as the first place prospects learn about Salem State and supports our digital marketing operations. Naturally, November is an important month in admissions as that is when the bulk of applications are submitted.

Our efforts, along with those of our partners EAB and Encoura, drove an increase in unique November visits by 43M (to 285M) and 856M (to 1.7M) page views. Some key pages experienced large increases in visitation during that month. For example, the “visit us” page had an overall visitation increase of 360% (from 2.1 to 9.8M visitors). We also experienced an increase of over 50% to the “campus tour” page (from 934 to 1.5M). Combined, this tells us that prior to the recent pandemic surge, students and their families were eager to experience Salem State first-hand.

Our campaigns also increased traffic to individual academic program pages such as nursing, healthcare studies, psychology, business, and the bachelor of liberal studies; MEd, early childhood, MSW, industrial/organizational psychology also experienced an increase in visitors in the adult learner market.

Most of these visitors went directly to our website (62%), while 27% found us through a search engine. We were a little bit surprised to see that visits to our news and events webpages increased by 92% (from 5.8 to 11M). I assume this is prospects seeing how we are managing COVID-19 and what type of campus experience will they have at Salem State during the pandemic.

One of the ongoing projects that our website and social media team, led by Anne Collins, does is to partner with academic areas to conduct strategic content review. Marketing has experienced some real success this fall through this work. Interdisciplinary studies, with the new bachelor of liberal studies, experienced a 281% increase in unique visitors (236 to 898 visitors); Bertolon School of Business increased 197% (1,512 to 4,505), healthcare studies visits are up 70% (378 to 641), among other highlights.

# Digital Marketing Report

Fall 2021 Results

January 26, 2022

# Media Plan Undergraduate and Transfer Campaigns

Initiative	Requirement	Message	Start	End Date	Impressions	CPM	Investment
Fall HS Apply Push I	Next Gen Custom Audience	Our inquiries and prospects to received our Apply message as well as rotating ads about Open Houses (virtual and on campus)	9/13/2021	10/1/2021	200,000	\$15	\$3,000
Fall HS Geo Fencing	Mobile	Geo Fencing Our Top Feeder High Schools with general apply, visit messages. In the month of October we rotated our Apply for Free in October message to all schools	9/10/2021	10/1/2021	397,858	\$10	\$3,979
Fall HS Apply Push II	TikTok	One message was Affordability and the other is Apply Now, to rotate together and monitor. Two different landing pages. Target is Boston only.	9/13/2021	10/1/2021	500,000	\$15	\$7,500
Apply for Free	Next Gen Custom Audience	We added an extra campaign layer to promote our "Apply for Free in October - November 15 and early action deadline message to our inquiries/prospects.	10/1/2021	11/15/2021	450,000	\$15	\$6,750
Fall HS Apply Push I Ext.	Next Gen Custom Audience	Our inquiries and prospects received our Apply message as well as rotating ads about Open Houses (virtual and on campus)	10/1/2021	2/1/2022	1,000,000	\$15	\$15,000
Fall HS Geo Fencing Ext.	Mobile	Geo Fenced Our Top Feeder High Schools with general apply, visit messages. In the month of October, we rotated our Apply for Free message to all schools	10/15/2021	12/17/2021	500,000	\$10	\$5,000
Fall HS Apply Push II Ext.	TikTok	One campaign was Affordability and the other was Apply now, we rotated them together and monitored with two different landing pages. Target is Boston only.	10/1/2021	12/31/2021	600,000	\$15	\$9,000

# Media Plan Undergraduate and Transfer Campaigns

Initiative	Requirement	Message	Start	End Date	Impressions	CPM	Investment
Spring HS Geo Fencing	Mobile	Geo Fenced Our Top Feeder High Schools with general apply, visit messages.	1/10/2022	5/1/2022	200,000	\$10	\$2,000
Winter Transfer YouTube	YouTube	Transfer Targeting - Boston, Hartford, Albany, Utica, Syracuse, Binghamton	12/13/2021	2/1/2022	150,000	\$25	\$3,750
Spring Transfer Geo Fencing	Mobile	Geo Fenced Our Top Feeder Community Colleges with "Transfer Today"	1/10/2022	5/1/2022	500,000	\$10	\$5,000
Spring Transfer YouTube	YouTube	Transfer Targeted - Boston, Hartford, Albany, Utica, Syracuse, Binghamton	3/1/2022	7/1/2022	350,000	\$25	\$8,750
Spring HS Apply Push	Next Gen Custom Audience	Our prospects and inquiries we haven't applied yet matched to their Snapchat, Instagram, Facebook, Mobile Apps, Google and Verizon Ad Exchanges	2/1/2022	7/1/2022	700,000	\$15	\$10,500
Junior Inquiry/Visit Push I	Next Gen Custom Audience	Our best summer prospects matched to their Snapchat, Mobile Apps, Google and Verizon Ad Exchanges	3/1/2022	8/31/2022	900,000	\$15	\$13,500
Inquiry Push II	TikTok	TikTok Audience within a 30 mile radius of Salem State University	3/1/2022	5/1/2022	400,000	\$15	\$6,000
Yield Push	Custom Audience Select	Our applicants/no visit and admits/no deposit and desirable inquiries/no app all matched to their Mobile Apps, Google and Verizon Ad Exchanges	4/1/2022	7/1/2022	800,000	\$10	\$8,000
Summer I	Next Gen Custom Audience	Our best summer prospects matched to their Snapchat, Mobile Apps, Google and Verizon Ad Exchanges	3/15/2022	TBD	700,000	\$15	\$10,500

*Campaigns in gray have been completed or launched*

# Summary Undergraduate and Transfer Campaigns

Campaign Performance - Display

Performance for All Time

**Undergrad Campaigns Drove 15,677 Verified Actions Driven to our EDU Site.**

*(verified actions are highly intentional, zero bounce, actions taken on tagged pages of our EDU site.)*



Campaign Group	Start Date	End Date	Delivery Status	Impressions	Views	View Thru Rate	Clicks	CTR	Total Actions
MOBILE - APP GEN - UG :: 14579	9/8/2021	9/30/2021	100.03%	397,960			646	0.16%	1,643
TIK - App Gen - 2022 :: 14576	9/10/2021	10/1/2021	103.68%	518,387	456,571	88.08%	0		n/a
NGCAT - App Gen - UG :: 14577	9/12/2021	9/30/2021	100.42%	200,847			1,541	0.77%	3,787
NGCAT - APP Gen - UG :: 14629	9/30/2021	1/31/2022	50.72%	507,184			3,226	0.64%	5,191
NGCAT - App Gen - UG :: 14626	9/30/2021	11/14/2021	101.28%	455,754			1,976	0.43%	4,015
TIK - App Gen - 2022 :: 14630	10/1/2021	12/31/2021	10.48%	62,881	56,098	89.21%	612		n/a
MOBILE - App Gen - UG :: 14868	10/14/2021	12/16/2021	60.84%	304,210			662	0.22%	1,041
<b>TOTALS</b>				<b>2,447,223</b>	<b>56,098</b>	<b>88.19%</b>	<b>8,663</b>	<b>0.55%</b>	<b>15,677</b>

*NGCAT=Next generation custom audience target*

*TIK=TikTok*

# Actions by Creative Continued

NG CAT Campaigns

11/01/2021 - 11/21/2021

## Undergraduate and Transfer Campaigns

Campaign Group	Creative Name	Impressions	Clicks	CTR	Total Actions
NGCAT - App Gen - UG :: 14626	21_SalemState_1080x1920_earlyaction	41,025	302	0.74%	421
NGCAT - App Gen - UG :: 14626	21_SalemState_160x600_earlyaction_new	4,871	10	0.21%	112
NGCAT - App Gen - UG :: 14626	21_SalemState_300x250_earlyaction_new	22,641	50	0.22%	200
NGCAT - App Gen - UG :: 14626	21_SalemState_320x50_earlyaction_new	51,918	200	0.39%	445
NGCAT - App Gen - UG :: 14626	21_SalemState_728x90_earlyaction	26,808	71	0.26%	241
NGCAT - APP Gen - UG :: 14629	21_SalemState_1080x1920_apply_group.jpg	5,815	33	0.57%	29
NGCAT - APP Gen - UG :: 14629	21_SalemState_1080x1920_apply_viking.jpg	7,069	46	0.65%	34
NGCAT - APP Gen - UG :: 14629	21_SalemState_1080x1920_earlyaction	105,387	699	0.66%	603
NGCAT - APP Gen - UG :: 14629	21_SalemState_1080x1920_learnmore.jpg	5,911	38	0.64%	42
NGCAT - APP Gen - UG :: 14629	21_SalemState_1080x1920_visitnew.jpg	7,951	54	0.68%	48
NGCAT - APP Gen - UG :: 14629	21_SalemState_160x600_apply_students_new.jpg	523	11	2.10%	31
NGCAT - APP Gen - UG :: 14629	21_SalemState_160x600_apply_viking_new.jpg	537	13	2.42%	24
NGCAT - APP Gen - UG :: 14629	21_SalemState_160x600_earlyaction_new	3,707	22	0.59%	80
NGCAT - APP Gen - UG :: 14629	21_SalemState_160x600_learnmore_new.jpg	542	9	1.66%	23
NGCAT - APP Gen - UG :: 14629	21_SalemState_160x600_visitnew.jpg	463	15	3.24%	32
NGCAT - APP Gen - UG :: 14629	21_SalemState_300x250_apply_new_students.jpg	1,568	29	1.85%	42
NGCAT - APP Gen - UG :: 14629	21_SalemState_300x250_apply_new_viking.jpg	1,329	30	2.26%	62
NGCAT - APP Gen - UG :: 14629	21_SalemState_300x250_earlyaction_new	13,714	34	0.25%	153
NGCAT - APP Gen - UG :: 14629	21_SalemState_300x250_learnmore_new.jpg	1,573	26	1.65%	53
NGCAT - APP Gen - UG :: 14629	21_SalemState_300x250_visit_new.jpg	1,339	32	2.39%	58

# Actions by Creative Content

NG CAT Campaigns


11/01/2021 - 11/21/2021

## Undergraduate and Transfer Campaigns


Campaign Group	Creative Name	Impressions	Clicks	CTR	Total Actions
NGCAT - APP Gen - UG :: 14629	21_SalemState_320x50_apply_new.jpg	2,625	35	1.33%	71
NGCAT - APP Gen - UG :: 14629	21_SalemState_320x50_earlyaction_new	33,611	127	0.38%	299
NGCAT - APP Gen - UG :: 14629	21_SalemState_320x50_learnmore_new.jpg	3,550	59	1.66%	105
NGCAT - APP Gen - UG :: 14629	21_SalemState_320x50_visit_new.jpg	3,199	53	1.66%	96
NGCAT - APP Gen - UG :: 14629	21_SalemState_728x90_apply_group.jpg	1,146	34	2.97%	65
NGCAT - APP Gen - UG :: 14629	21_SalemState_728x90_apply_viking.jpg	1,154	32	2.77%	73
NGCAT - APP Gen - UG :: 14629	21_SalemState_728x90_earlyaction	14,340	52	0.36%	195
NGCAT - APP Gen - UG :: 14629	21_SalemState_728x90_learnmore.jpg	2,071	51	2.46%	67
NGCAT - APP Gen - UG :: 14629	21_SalemState_728x90_visitnew.jpg	1,219	35	2.87%	74


# Sample Creative

## Undergraduate and Transfer Campaigns



It's time to apply!  
Find your success at Salem State.

 APPLY NOW





It's time to apply!  
Find your success at Salem State.

Apply Now 

 Salem | STATE UNIVERSITY



It's time to apply!  
Find your success at Salem State.

Salem   APPLY NOW



Find your success at Salem State.

Salem   VISIT US TODAY



# Sample Creative

## Undergraduate and Transfer Campaigns



Apply for free thru Nov.15.  
Early Action at Salem State.  
Apply Now 


 Salem | STATE UNIVERSITY




Find your success at Salem State.  LEARN MORE


Apply for free thru Nov.15.  
Early Action at Salem State.

 Salem | STATE UNIVERSITY  APPLY NOW



Find your success at Salem State.

 LEARN MORE

 Salem | STATE UNIVERSITY

# Media Plan Graduate / Continuing Education Campaigns

Initiative	Start Dates	End Dates	Impressions /Months	CPM/Cost Per Month	Total Investment
Search Engine Marketing	10/15/21	6/20/22	12	\$7,000*	\$84,000
Keyword Remarketing	10/29/21	6/30/22	2,000,000	\$12	\$24,000
Next Gen Custom Audience	10/22/21	6/30/22	1,000,000	\$15	\$15,000
Programmatic Audio	11/1/21	6/30/22	700,000	\$25	\$17,500
<b>TOTAL FY22 INVESTMENT</b>			<b>3,700,000 plus One Full Year of SEM</b>		<b>\$140,500</b>

# Summary Graduate / Continuing Education Campaigns

Campaign Performance - Display

Performance for All Time

## Campaigns Drove 2,777 Verified Actions Driven to Graduate and Continuing Ed

*(verified actions are highly intentional, zero bounce, actions taken on tagged pages of our EDU site.)*



Campaign Group	Start Date	End Date	Delivery Status	Impressions	Clicks	CTR	Total Actions
KWRTG - App Gen - Grad :: 14928	10/31/2021	06/29/2022	7.96%	159,138	2,903	1.82%	590
NGCAT - App Gen - Grad :: 14950	10/28/2021	06/29/2022	7.58%	75,773	862	1.14%	562
SEM	10/24/2021	06/29/2022	19.32%	127,937	22,856	17.86%	1,625
				362,848	26,621		2,777

# Top December Geos Ranked by Clicks

## Graduate / Continuing Education

Date Range: 12/01/2021 - 12/14/2021			
Salem State University Grad/Adult/Online Geos	Impressions	Clicks	CTR
Boston	Massachusetts	2555	109
Salem	Massachusetts	456	75
Lynn	Massachusetts	307	38
Cambridge	Massachusetts	659	31
Beverly	Massachusetts	202	27
Peabody	Massachusetts	191	23
Worcester	Massachusetts	471	20
Lowell	Massachusetts	318	18
Somerville	Massachusetts	273	14
Danvers	Massachusetts	100	13
Medford	Massachusetts	237	13
Brighton	Massachusetts	205	12
Swampscott	Massachusetts	84	12
Waltham	Massachusetts	224	12
Lawrence	Massachusetts	185	11
Malden	Massachusetts	181	11
Quincy	Massachusetts	244	11
Revere	Massachusetts	131	11
Stoneham	Massachusetts	119	11
Arlington	Massachusetts	128	10

# Top December Keywords Ranked by Clicks

## Graduate / Continuing Education

Date Range: 12/01/2021 - 12/14/2021					
Salem State University Grad/Adult/Online Keywords	Impressions	Clicks	CTR	Cost	CPC
saalem state admissions	561	139	0.247772	304.14	2.188058
saalem state msw	221	85	0.384615	303.35	3.568824
saalem state university graduate programs	120	57	0.475	182.69	3.205088
master business administration	1907	43	0.022549	255.37	5.938837
saalem state university degrees	159	33	0.207547	62.66	1.898788
ma early childhood education	513	32	0.062378	191.38	5.980625
saalem university courses	97	24	0.247423	72.69	3.02875
saalem state university majors	91	22	0.241758	72.62	3.300909
mba degree	524	20	0.038168	104.99	5.2495
saalem state masters programs	55	20	0.363636	58.88	2.944
teacher ma	990	20	0.020202	127.12	6.356
masters in social work	317	17	0.053628	65.03	3.825294
msw	664	17	0.025602	68.44	4.025882
saalem state majors	79	15	0.189873	49.6	3.306667
msw programs	290	14	0.048276	53.73	3.837857
saalem state graduate programs	56	14	0.25	33.58	2.398571
masters in nursing programs	228	13	0.057018	56.82	4.370769
nurse practitioner programs	409	12	0.02934	50.28	4.19
saalem state mba	18	12	0.666667	57.46	4.788333
applied behavior analysis programs	147	11	0.07483	35.38	3.216364

# SEM Results by Device

## Graduate / Continuing Education Campaigns

Device Type	Impressions	Clicks	CTR
Computers	7,290	500	6.86%
Mobile Devices	8,999	486	5.40%
Tablets	282	6	2.13%

# Top Search Ads on Google

## Graduate / Continuing Education

Ad Display	Impressions	Clicks	CTR%
<a href="#">Salem State University +5 more</a> <a href="http://www.salemstate.edu">www.salemstate.edu</a> MBA Program made for Adults looking to advance their career. Learn more to start class. +3 more	4,853	152	3.13%
<a href="#">Salem State University +4 more</a> <a href="http://www.salemstate.edu">www.salemstate.edu</a> Master of Arts, Teaching English. Teach English and Literature +2 more	1,868	45	2.41%
<a href="#">Salem State University +5 more</a> <a href="http://www.salemstate.edu">www.salemstate.edu</a> Social Work (MSW) Masters Program for adults looking to advance their career +3 more	1,846	163	8.83%
<a href="#">Salem State University +3 more</a> <a href="http://www.salemstate.edu">www.salemstate.edu</a> Master of science in nursing graduate program (MSN) +3 more	1,319	47	3.56%
<a href="#">Salem State University +4 more</a> <a href="http://www.salemstate.edu">www.salemstate.edu</a> Masters in Counseling made for working adults looking to advance their career +3 more	1,238	238	19.22%



# Sample Creative

## Graduate / Continuing Education Campaigns

Salem STATE UNIVERSITY | Degrees for Busy Adults

Affordable Master's Degrees. Flexible!

> LEARN MORE

This banner features the Salem State University logo and the text 'Degrees for Busy Adults' in the top orange section. The main message 'Affordable Master's Degrees. Flexible!' is in white on a dark blue background. A 'LEARN MORE' button is at the bottom left, and a Viking illustration is on the right.

Salem STATE UNIVERSITY | Affordable Master's Degrees. Flexible!

Take Your Career Farther > LEARN MORE

This banner has the Salem State University logo and 'Affordable Master's Degrees. Flexible!' in white on a dark blue background. The text 'Take Your Career Farther' and a 'LEARN MORE' button are in the bottom orange section. A Viking illustration is on the right.

Salem STATE UNIVERSITY | BACHELOR OF LIBERAL STUDIES

Finish Your Degree Take Your Career Farther.

This banner features the Salem State University logo and 'BACHELOR OF LIBERAL STUDIES' in the top orange section. The text 'Finish Your Degree Take Your Career Farther.' is in white on a dark blue background.

Salem STATE UNIVERSITY | Finish Your Degree

BACHELOR OF LIBERAL STUDIES

Take Your Career Farther.

> APPLY TODAY

This banner features the Salem State University logo and 'Finish Your Degree' in the top orange section. The text 'BACHELOR OF LIBERAL STUDIES' and 'Take Your Career Farther.' is in white on a dark blue background. An 'APPLY TODAY' button is at the bottom left, and a Viking illustration is on the right.

Salem STATE UNIVERSITY | Degrees for Busy Adults

Affordable Master's Degrees. Flexible!

> APPLY TODAY

This large banner features the Salem State University logo and 'Degrees for Busy Adults' in the top orange section. The main message 'Affordable Master's Degrees. Flexible!' is in white on a dark blue background. An 'APPLY TODAY' button is at the bottom left, and a Viking illustration is on the right.



# Web Traffic

November 2021

# Site Overview, November

(Data comparisons are year over year)

## Overall Site Traffic

Historical Comparison

Compare to   Align weekdays

Visits <b>285,653</b> +43,034 <input type="button" value="📉"/>	Page views <b>1,674,765</b> +856,338 <input type="button" value="📈"/>	Unique visitors <b>127,599</b> +35,632 <input type="button" value="📈"/>	Returning visitors <b>16,122</b> -895 <input type="button" value="📉"/>	Bounce rate <b>34.26%</b> +2.91 <input type="button" value="📈"/>
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# Site Overview, November

## Traffic Sources

Direct Traffic: 62%

Search Traffic: 27%

External Traffic: 8%

Social Media: 3%

## Top referrers

Amazon AWS: 3,360

Amazon-adsystem: 2,819

Google APIs: 1,947

## News and Events

11,198 total visits, up 92%

## Top news items:

Michael Simpson Honors in Art: 844 views

Salute to Service: 299

What to do if you experience cold/flu symptoms: 289

Take the Stress Out of Registration: 212

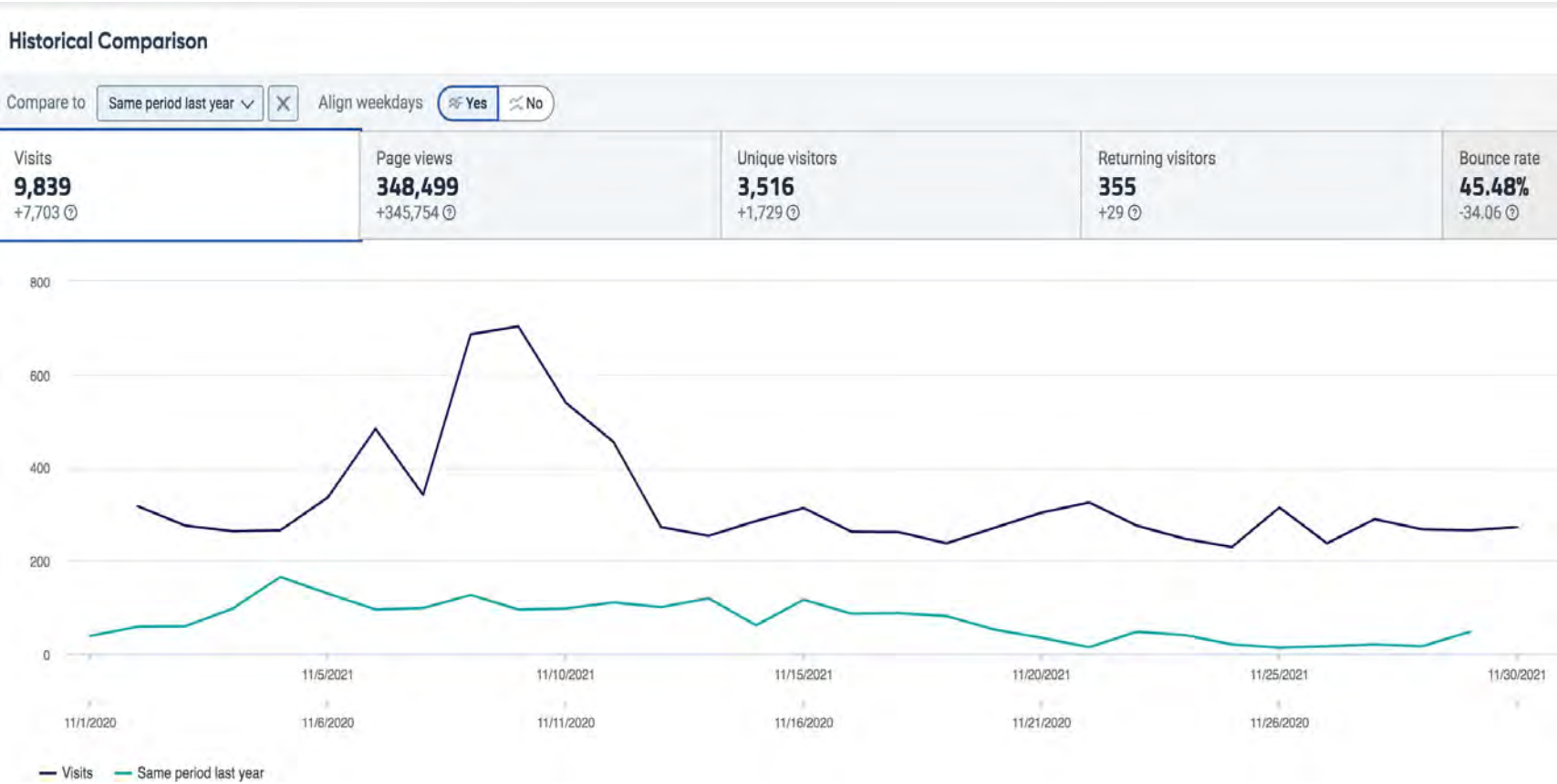
Wintersession online begins: 210

Entrepreneurship Night: 208

Art + Design alum profile: 206

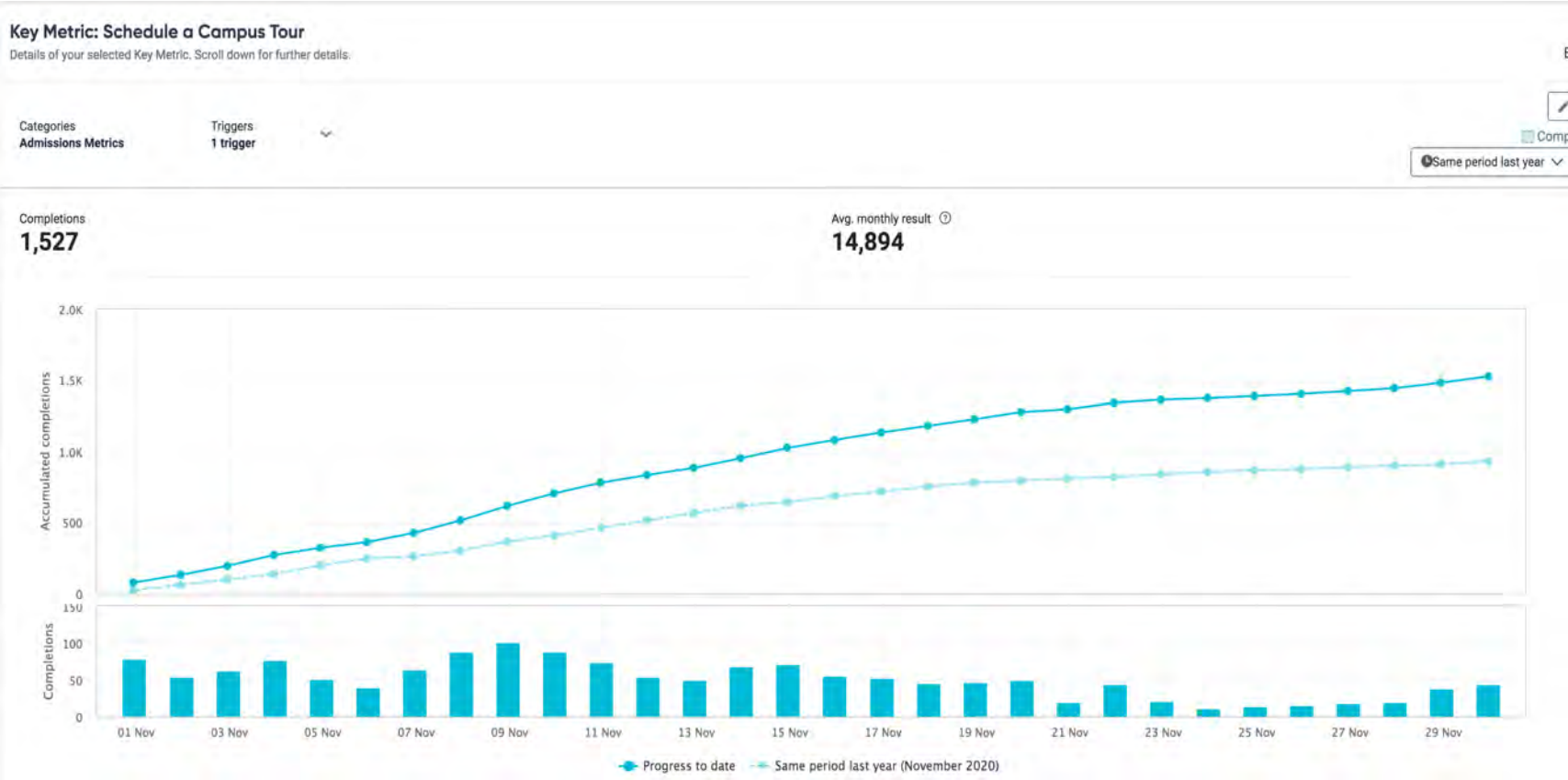
# Admissions Key Metrics

Visits to "Visit Us" increased 360% over last year, to 9,839:



# Admissions Key Metrics

**Clicks to Schedule a Campus Tour (TargetX)** increased from under 1,000 in November 2020 to 1,527 in November 2021:



# Academic Program Visits

## Academic Program Visits

Overall Program Visits	Graduate Program Specific Visits
34,060 total (up 67%)	6,955 total (up 42%)
Nursing: 6,608	MEd, Early Childhood: 1,498
Psychology: 4,944	MSW: 1,295
Business: 3,587	MS, I/O Psych: 903
Sociology: 3,070	HESA: 677
English: 2,201	MS, Counseling: 597
Art + Design: 1,244	MSAT: 565
Sport and Movement Science: 1,095	MSN: 499
Criminal Justice: 1,095	MBA: 466
Interdisciplinary Studies: 1,000	MS, Behavior Analysis: 363
Occupational Therapy: 922	School Adjustment Counselor: 356

*Note: Sociology tends to see an outsized amount of traffic as a result of the SEO on their "Why Study Sociology" page.*

# Analytics from FY21 Content Projects

- Bertolon School of Business visits are up 30% and unique visitors are up 224% compared with November 2020.
- Healthcare Studies visits are up 80% and unique visitors are up 70%.
- Biology visits are up 25% and unique visitors are up 17%.
- **Interdisciplinary Studies visits are up 263% and unique visitors are up 281%.**
- The newly developed Direct Entry MSOT page is up 131% and unique visitors are up 178%.



## **Advancement and Marketing and Communications Committee**

Enclosed please find the revisions to the Advancement and Marketing and Communications Committee charter (attachment pages 2-5). The update is necessary to reflect the change in name from institutional advancement to advancement effective January 1, 2022. Please contact Cheryl Crouse, vice president and executive director, Salem State Foundation, Inc. (ccrouse@salemstate.edu) with any questions about the revisions to the committee charter.

### **Advancement Brief:**

The primary focus of our January 2022 committee meeting will be a brief overview of the fundraising activity since the committee last met and to share the outcome of the campaign steering committee's vote to publicly launch the campaign in spring of 2023. As a reminder, the BOT is represented on the Steering Committee by Trustee DeSimone.

Attached please find advancement's monthly fundraising dashboard as of November 30, 2021 illustrating the total raised this fiscal year is \$5,540,622 (attachment page 10). We will have the fundraising dashboard for December at our meeting at the end of the month. We continue to trend ahead of previous fundraising results compared to this time last year. At the time of this brief, we are in the process of closing the second quarter financial books; early reporting indicates the campaign has reached \$21,897,286 and we are halfway to our donor retention goal of retaining 60 percent of last year's donors. In addition, we have potential proposal revenue totaling \$3,972,837 million in the pipeline (attachment page 11).

The advancement team is hard at work partnering with donors and has successfully secured many new major gifts (\$50K+): Mary Commager '69 increased her estate gift now documented at \$1,000,000; Mary Sanford '77 increased her estate gift now documented at \$625,000; secured a gift to support internships from Ralph and Janice James; a gift from Ron Gillis '79 to endow the Gillis Family Scholarship.

We are excited to return to Naples, Florida, hosting our traditional luncheon and parade on Saturday, March 12, 2022. We would like to invite Board of Trustee members to join us. Additionally, we are working on additional events before and after the luncheon on both coasts. More details to be provided to the Trustees via email in late January.



The advancement team is recruiting a committee to assist with the Salem State Series 40<sup>th</sup> anniversary fundraiser. The Salem State University Foundation has extended an offer to a speaker, and we are excited to share more once details are confirmed. To commemorate the anniversary, the Series will be held in conjunction with Viking Warrior Day. More information will be provided at the next committee meeting. If you have questions about this event, would like to be involved, or would like to learn more about the fundraising for Viking Warrior Day, please reach out to Vice President Crouse.

The team is also working on a very robust Alumni Weekend to be held June 9-11, 2022. We plan to share more details via email and hope the Trustees will join us for these activities, especially for the return of Party on McKeown Plaza (POMP).

We are grateful to the Board of Trustees for their commitment to supporting the success of the campaign. We are pleased to introduce our two newest team Major Gift Officers. Nicole Healy has worked as Graduate Admission Counselor here at Salem State. In her role, she focused on building relationships with faculty members and prospective students to successfully increase enrollment in the Graduate School of Education programs. Prior to SSU, she worked at Suffolk University, Lesley University, ITT Technical Institute and Merrimack College. Nicole holds a B.A. in Psychology and an M.Ed. in Higher Education from Merrimack College. As a first-generation college student from the North Shore, her interest in this role stems from a deep commitment to increasing access to higher education for the communities we serve.

Julie Palmedo joins us from Emmanuel College, where she has been responsible for annual fund activity from mailings, personal solicitations and manages staff and student workers, as well as collaborates with the Vice President of Development on all aspects of their current \$50M capital campaign including frontline fundraising for the campaign. Prior to Emmanuel, she worked at Hofstra University, Barnard College and Marymount Manhattan College. She began her fundraising career in college and has 13 collective years of experience, and nine of those years she's worked directly one-to-one with donors. Julie holds a B.S. in Television-Radio from Ithaca College and an M.Ed. in Higher Education Leadership and Policy Studies from Hofstra University. She looks forward to advancing our mission because it has done so much for her own family.

Recently, you were mailed a copy of the annual *Your Impact in Action* report—we hope you enjoyed reading it and always welcome constructive or positive feedback on any materials we produce. If you did not receive your copy, please let us know.

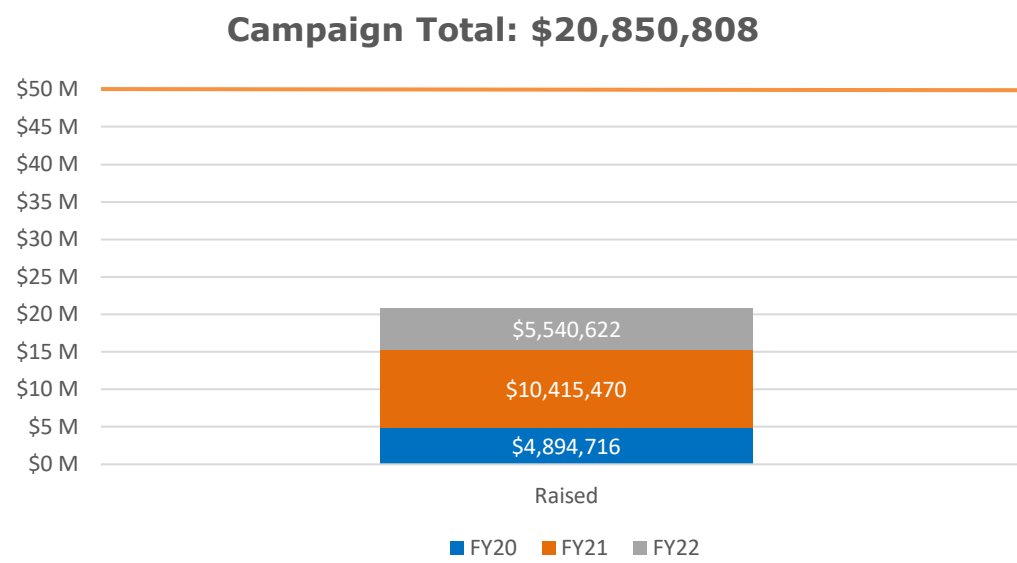
Finally, happy to share that the Advancement Team received recognition for their record-breaking efforts in advancement to receive the 2021 Commonwealth Citation for Outstanding Performance. Very proud of the work they do to advance the priorities and reputation of the university.

## Monthly Fundraising Dashboard Fiscal Year 2022

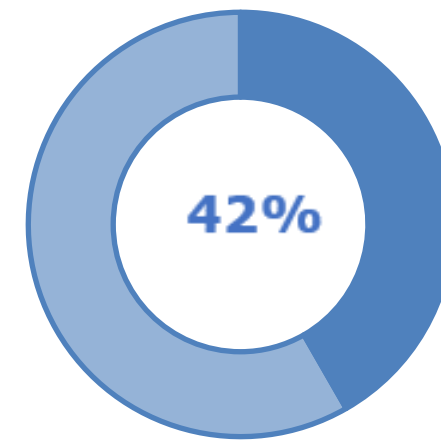
November 30, 2021

### FY22 Totals: 7/1/2021 - 11/30/2021

Dollars:	\$5,540,622
Donors:	513
Donations:	659
Median Gift:	\$50
Avg. Gift:	\$8,408



### Campaign Progress



Donors	Goal	Total	Balance	% to Goal
Retained from previous year	1,302	320	982	25%

### Annual Fund Cash In\*

Annual Fund	Unrestricted	Restricted	Total
	Total Raised	Total Raised	
FY22 to November 30, 2021	\$51,477	\$1,993,095	\$2,044,572
FY21 to November 30, 2020	\$30,026	\$440,521	\$470,546

\*Includes outright donations and pledge payments, not new pledges

### Campaign II Goals

University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$15,000,000	\$11,247,793	\$3,752,207	75%
High-Impact Retention Practices	\$15,000,000	\$6,056,521	\$8,943,479	40%
SSU BOLD	\$10,000,000	\$906,187	\$9,093,813	9%
Unrestricted	\$10,000,000	\$2,640,307	\$7,359,693	26%
<b>Campaign totals</b>	<b>\$50,000,000</b>	<b>\$20,850,808</b>	<b>\$29,149,192</b>	<b>42%</b>

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$20,000,000	\$7,137,486	\$12,862,514	36%
Spendable	\$20,000,000	\$9,471,822	\$10,528,178	47%
Planned Gifts	\$10,000,000	\$4,241,500	\$5,758,500	42%
<b>Total</b>	<b>\$50,000,000</b>	<b>\$20,850,808</b>	<b>\$29,149,192</b>	<b>42%</b>

### Board Giving

Volunteer Board	Total Giving	Total Participation	# of unique members
<b>Board of Trustees</b>			
Campaign Total Giving	\$3,502,407	86%	14
Annual Unrestricted FY22	\$450	20%	10
<b>Foundation Board of Directors</b>			
Campaign Total Giving	\$7,494,172	96%	26
Annual Unrestricted FY22	\$3,225	16%	19
<b>Alumni Association Board of Directors</b>			
Campaign Total Giving	\$558,960	79%	42
Annual Unrestricted FY22	\$9,650	31%	26
<b>Campaign II Steering Committee</b>			
Campaign Total Giving	\$9,732,659	89%	18
Annual Unrestricted FY22	\$2,700	11%	18

\*\*Board of Trustees first attained 100% campaign participation in December 2019 and Foundation Board in June 2020

## Forecasting - Prospect Pipeline

Date Range 11/20/20-6/6/23		Verbal 90% Discount	Pending 40% Discount	Development 20% Discount	Grand Total
1M+	Proposals			1	1
	Totals			\$1,500,000	\$1,500,000
	Discount			\$300,000	\$300,000
500K+	Proposals		1		1
	Totals		\$500,000		\$500,000
	Discount		\$200,000		\$200,000
250K+	Proposals			1	1
	Totals			\$250,000	\$250,000
	Discount			\$50,000	\$50,000
100K+	Proposals		1	6	7
	Totals		\$238,837	\$600,000	\$838,837
	Discount		\$95,535	\$120,000	\$215,535
50K+	Proposals		1	7	8
	Totals		\$90,000	\$350,000	\$440,000
	Discount		\$36,000	\$70,000	\$106,000
<50K+	Proposals	4	6	22	32
	Totals	\$22,500	\$89,500	\$332,000	\$444,000
	Discount	\$20,250	\$35,800	\$66,400	\$122,450
Grand Total	Proposals	4	9	37	50
	Totals	\$22,500	\$918,337	\$3,032,000	\$3,972,837
	Discount	\$20,250	\$367,335	\$606,400	\$993,985