

Institutional Advancement – Marketing Coordinator Report

Key Indicators

January 24, 2018 – March 20, 2018

Meetings:

February 1 – Nursing

February 7 – Enrollment Management

February 9 – Meltwater Training

Designs:	Date:	Type:	Department:
Presentation	1/25/18	Flyer	Augusta
Map by Distinction	1/29/18	Map	President
Cafeteria Zombies	1/30/18	Flyer	Humanities
Counselor Wrkshop	1/31/18	Flyer	Augusta
SuperSaver	1/31/18	Ad	Augusta
Homecoming	1/31/18	Flyer	Student Life
Homecoming	1/31/18	Flyer	Student Life
Swainsboro Housing	2/1/18	Flyer	Institutional Advancement
David/Biology	2/1/18	Booklet	Biology
Tutoring	2/1/18	TV Slide	ACE
Tutoring	2/1/18	Poster	ACE
ACE	2/1/18	TV Slide	ACE
Homecoming	2/1/18	Poster	Student Life
Homecoming	2/6/18	Flyer	Student Life
Homecoming	2/6/18	Flyer	Student Life
Homecoming	2/6/18	Flyer	Student Life
Homecoming	2/6/18	Flyer	Student Life
Arbor Day	2/6/18	Flyer 1	Biology
Arbor Day	2/6/18	Flyer 2	Biology
Fulford	2/6/18	Newsletter	Fulford
Read Across Amer.	2/7/18	Flyer	Library
Dr. Boehmer	2/7/18	Business Cd.	President
Dual Enrollmt Days	2/7/18	Flyer 1	Dual Enrollment
Dual Enrollmt Days	2/7/18	Flyer 2	Dual Enrollment
Pearls of Wisdom	2/8/18	Flyer	AAMI
PRIDE	2/8/18	Ad 1	Statesboro
PRIDE	2/8/18	Ad 2	Statesboro
PRIDE	2/8/18	Ad 3	Statesboro
Registration	2/9/18	Flyer	ACE
Dual Enrollment	2/9/18	Kickdown	Institutional Advancement
Dual Enrollment	2/9/18	Kickdown	Institutional Advancement
Registration	2/12/18	Banner	ACE
Registration	2/12/18	Slide	ACE
Arbor Day	2/13/18	Program	Biology

Baseball Softball	2/15/18	Schedule	Athletics
One Done	2/15/18	Flyer	Statesboro
Apiary	2/15/18	Pencil	Math/Science
Tree Identification	2/15/18	Flyer	Math/Science
BobcatColoring	2/16/18	Sheets-4	Institutional Advancement
BWalker	2/16/18	Business Cd.	FESA
Earth Day	2/16/18	Flyer	Math/Science
CH2M	2/20/18	Flyer	Biology
Stacey	2/20/18	Desk Tag	Student Life
Stacey	2/20/18	Door Tag	Student Life
Activity Book	2/21/18	Book	Institutional Advancement
Stacey	2/22/18	Business Cd.	Student Life
SuperSaver	2/22/18	Ad	Augusta
Fulford	2/23/18	Newsletter	Fulford
KMikell	2/23/18	Business Cd.	Academic Support Services
NEA	2/26/18	Certificate	Library
Associate Bio	2/26/18	Brochure	Biology
Dual Enrollment	2/28/18	Flyer	Dual Enrollment
Follett	3/1/18	Photo	Statesboro
Fulford	3/6/18	Annual Rep.	Fulford
Intramural Bball	3/6/18	Flyer	Athletics
OH/One Done	3/6/18	Flyer	Statesboro
Civility in Workplace	3/7/18	Flyer	Humanities
Ten Steps Ahead	3/7/18	Flyer	Student Life
Student Activities	3/9/18	Save Date	President
CHOICE	3/9/18	Flyer	CHOICE
Housing	3/9/18	Booklet	Housing
Alumni Lunch Learn	3/9/18	Flyer	Alumni/Institutional Adv.
Jean A. Morgan	3/9/18	Save the Date	President
Jean A. Morgan	3/9/28	Save the Date	President
Jean A. Morgan	3/12/18	Save the Date	President
Jean A. Morgan	3/12/18	Save the Date	President
CHOICE	3/12/18	Flyer	CHOICE
Ten Steps Ahead	3/12/18	Flyer	Student Life
Open Hse/OneDone	3/13/18	Flyer	Statesboro
Alumni Lunch Learn	3/13/18	Flyer	Alumni/Institutional Adv.
Adms. Checklist	3/14/18	Flyer	Admissions
Portal HS One Done	3/16/18	Flyer	Statesboro
Spring Fling	3/16/18	Flyer	Student Life
Spring Fling	3/16/18	Flyer	Student Life
Housing	3/19/18	Booklet	Housing
Spring Fling	3/19/18	TV Slide	Student Life
Intramural BBall	3/19/18	Flyer	Student Life
Intramural Tennis	3/19/18	Flyer	Student Life
Intra. Volleyball	3/19/18	Flyer	Student Life
Ten Steps Ahead	3/20/18	Poster	Student Life

Intramural BBall	3/20/18	Poster	Student Life
Intramural Tennis	3/20/18	Poster	Student Life
Intra Volleyball	3/20/18	Poster	Student Life
Spring Fling	3/20/18	Poster	Student Life
MWedincamp	3/20/18	Business Cd	Admissions

Tasks:
Activity Assessment

Total:
Meetings: 3
Designs: 85
Tasks: 1

Institutional Advancement - Communications Coordinator Report

Dates: 1/25/18 - 3/21/18

Press Releases:	Completed	Web*	Department
First Friday	1/29/2018	✓	President's Office
Miss EGSC	1/29/2018	✓	Student Life
EGSC Athletics	1/29/2018	✓	Athletics
Exit Stage Right	1/29/2018	✓	EGSC - Statesboro
Go Red	1/29/2018	✓	Nursing
Biology Meet and Greet	2/5/2018	✓	Biology
EGSC Dunes	2/5/2018	✓	Biology
Economic Outlook Luncheon	2/5/2018	✓	Institutional Advancement
Arbor Day	2/5/2018	✓	Biology
Arbor Day Reminder	2/12/2018	✓	Biology
Black History Month Program	2/12/2018	✓	AAMI
EGSC Athletics	2/12/2018	✓	Athletics
SMS Rockets	2/12/2018	✓	Math/Science
SMS Science Night	2/12/2018	✓	Fulford Center
PoW Wuertley	2/12/2018	✓	Athletics - Softball
Economic Outlook Luncheon	2/12/2018	✓	Institutional Advancement
Eggs and Issues	2/12/2018	✓	Social Science
Total Wellness	2/12/2018	✓	Fulford Center
EGSC Athletics	2/19/2018	✓	Athletics
Arbor Day	2/19/2018	✓	Biology
Works in Progress Auditions	2/19/2018	✓	EGSC - Statesboro
Tree Identification Workshop	2/19/2018	✓	Biology
PTK Award	2/19/2018	✓	Humanities
Earth Day	2/19/2018	✓	Biology
First Friday	2/26/2018	✓	President's Office
EGSC Athletics	2/26/2018	✓	Athletics
College Readiness Tour	3/12/2018	HELD	Institutional Advancement
EGSC Progress	3/15/2018	✓	Institutional Advancement
Tree ID Workshop Reminder	3/15/2018	✓	Biology
Alumni L&L	3/19/2018	✓	Institutional Advancement
Winfrey Internship	3/19/2018	✓	Biology
Study Abroad Italy	3/19/2018	✓	Humanities

*Checked items have been sent to the Media List and posted online

*HELD means press release has either been embargoed or is out for review before posting

*Media items sent to media list only (usually derivative of items posted to web)

*WEB items posted online only

Event Coverage:	Date	# of pics	Department
Biology Lab	1/24/2018	33	Biology
Correll Scholars Sophomores	1/25/2018	26	Social Science
Baseball vs Chatt Tech	1/26/2018	291	Athletics - Baseball
WBB vs Atlanta Metro	1/27/2018	401	Athletics - Women's Bball
MBB vs Atlanta Metro	1/27/2018	153	Athletics - Men's Bball
CHOICE Students	1/31/2018	59	Student Affairs
Statesboro Students	2/2/2018	86	EGSC - Statesboro
First Friday	2/2/2018	82	President's Office
CRT Rehearsal	2/2/2018	46	Enrollment
SACS Celebration	2/2/2018	12	President's Office
Miss EGSC Practice	2/2/2018	40	Student Life

Bob in Statesboro	2/2/2018	33	EGSC - Statesboro
Miss EGSC Pageant	2/3/2018	551	Student Life
Correll Scholars Luncheon	2/4/2018	74	President's Office
Science Night at SMS	2/6/2018	19	Fulford Center
Correll Scholars Freshmen Gro	2/6/2018	4	Social Science
DAR Tree Planting	2/6/2018	4	Fulford Center
Eggs & Issues Breakfast	2/9/2018	18	Social Science
Economic Outlook Luncheon	2/9/2018	121	Institutional Advancement
Homecoming Bonfire	2/12/2018	156	Student Life
Dress to Impress	2/13/2018	35	Student Life
Homecoming Spades Tourney	2/13/2018	10	Student Life
Raised Beds	2/13/2018	4	Biology
Talent Show	2/15/2018	469	Student Life
Homecoming Pep Rally	2/16/2018	610	Student Life
Arbor Day	2/16/2018	137	Biology
WBB vs CGTC	2/17/2018	61	Athletics - Women's Bball
Sophomore Night	2/17/2018	56	Student Life
MBB vs CGTC	2/17/2018	44	Athletics - Men's Bball
Homecoming Crowning	2/17/2018	74	Student Life
Homecoming Dance	2/17/2018	93	Student Life
SGA Luncheon	2/18/2018	88	President's Office
EGSC at SMS	2/21/2018	44	Biology
Science Olympiad	2/24/2018	286	Math/Science
College Readiness Tour Day 1	2/26/2018	150	Enrollment
College Readiness Tour Day 2	2/27/2018	219	Enrollment
WBB Conference Game	2/27/2018	262	Athletics - Women's Bball
College Readiness Tour Day 3	2/28/2018	217	Enrollment
College Readiness Tour Day 4	3/1/2018	142	Enrollment
First Friday	3/2/2018	15	President's Office
WBB Send Off	3/2/2018	32	Athletics - Women's Bball
Dr. Seuss Day	3/2/2018	348	Student Life
College Readiness Tour Day 5	3/2/2018	194	Enrollment
Bee Inspired	3/3/2018	73	Biology
College Readiness Tour Day 6	3/5/2018	147	Enrollment
College Readiness Tour Day 7	3/6/2018	209	Enrollment
College Readiness Tour Day 8	3/7/2018	184	Enrollment
College Readiness Tour Day 9	3/8/2018	173	Enrollment
College Readiness Tour Day 1C	3/9/2018	145	Enrollment
Chevalier at TJA	3/15/2018	11	Biology

Designs:	Date	Type	Department
CRT Bag	1/25/2018	misc	Enrollment
Online Store Poster	1/25/2018	poster	Institutional Advancement
Math/Science Directory	1/26/2018	signage	Math/Science
CRT Battery Stickers	1/26/2018	misc	Enrollment
Go Red flyer	1/29/2018	flyer	Nursing
SACSCOC Designs x11	1/29/2018	misc	President's Office
Glow Party FB Promo	1/29/2018	social media	Housing
College Knowledge FB Promo	1/29/2018	social media	Housing
Misc Signage	1/29/2018	signage	Humanities
IA Organizational Chart	1/29/2018	misc	Institutional Advancement
Miss EGSC Booklet Art Misc	1/31/2018	booklet	Student Life
Miss EGSC Flyer	1/31/2018	flyer	Student Life
Miss EGSC Poster	1/31/2018	poster	Student Life
Morgan House Signage x2	2/1/2018	signage	President's Office
Rachel Frederick Slide	2/2/2018	web slide	Student Affairs
Rachel Frederick FB post	2/2/2018	social media	Student Affairs
Miss EGSC Misc Signage x7	2/3/2018	signage	Student Life
WBB Shirt Designs x5	2/5/2018	apparel	Athletics - Women's Bball
Stamp Spec Design	2/6/2018	misc	Institutional Advancement
Statesboro Bob FB Header	2/6/2018	social media	EGSC - Statesboro
Bob Card	2/6/2018	stationery	President's Office
Miss EGSC Social Media x3	2/6/2018	social media	Student Life
Homecoming FB Promo	2/13/2018	social media	Student Life
MBB Sophomore Photos x7	2/14/2018	misc	Athletics - Men's Bball
WBB Sophomore Photos x5	2/14/2018	misc	Athletics - Women's Bball
Bee Buddy Sticker	2/15/2018	misc	Math/Science
Bobs for graphics x2	2/15/2018	misc	Institutional Advancement
First Friday Flyer	2/16/2018	flyer	President's Office
Correll Fact Sheet	2/21/2018	flyer	Institutional Advancement
Game Time WBB for FB	2/26/2018	social media	Athletics - Women's Bball
AAMI Shirt x2	2/27/2018	apparel	AAMI
Johnson All Conference FB	3/1/2018	social media	Athletics - Women's Bball
Jack Hill GYSTC Card	3/3/2018	stationery	President's Office
Progress Ad	3/5/2018	print ad	Institutional Advancement
Bus Driver TY Card	3/8/2018	stationery	Institutional Advancement
Correll Promo FB	3/13/2018	social media	Institutional Advancement
Biology Faculty Photo	3/14/2018	misc	Biology
Swipe Card Graphic	3/15/2018	signage	IT
Bob for graphics	3/16/2018	misc	Institutional Advancement
JAM Expansion STD	3/16/2018	misc	President's Office
Housing Booklet Rework	3/19/2018	booklet	Housing
Indicator Cover	3/19/2018	misc	President's Office
Spring Fling FB Promo	3/19/2018	social media	Student Life
Basketball Captains Mtg FB Prc	3/19/2018	social media	Student Life
Easter Egg Hunt	3/19/2018	flyer	Institutional Advancement
Bob for graphics	3/20/2018	misc	Institutional Advancement
EGSC Wants You Letterhead	3/20/2018	stationery	Institutional Advancement
Registration FB Header	3/20/2018	social media	Institutional Advancement

Totals:

Articles Written:	<i>UP</i>	8
Articles Published:	<i>UP</i>	10
Designs Completed:	<i>DOWN</i>	32
Photos Taken:	<i>UP</i>	5532
Videos:	<i>UP</i>	3
Social Media Posts:	<i>DOWN</i>	6

Last Month:

Articles Written:	8
Articles Published:	10
Designs Completed:	32
Photos Taken:	5532
Videos:	3
Social Media Posts:	6

As of 11/27/17:

Facebook Likes - Main:	<i>UP</i>	25
Facebook Likes - Housing:	<i>DOWN</i>	3
Facebook Likes - Found.:	<i>UP</i>	6
Facebook Likes - Alumni:	<i>UP</i>	19
Facebook Likes - Library:	<i>UP</i>	1
Facebook Likes - Augusta:	<i>UP</i>	7
Facebook Likes - Athletics:	<i>UP</i>	54
Facebook Likes - Statesboro:	<i>UP</i>	7
Facebook Likes - Ambassador:	-	-
Facebook Likes - SGA:	-	-
Facebook Likes - AAMI:	<i>UP</i>	1
Facebook Likes - Disc Golf:	<i>UP</i>	3
Facebook Likes - Costa Rica:	<i>UP</i>	1
Facebook Likes - Baseball:	<i>UP</i>	9
Facebook Likes - Correll Alumni:	<i>UP</i>	4
Twitter Followers - Main:	<i>UP</i>	20
Twitter Followers - Athl.:	<i>UP</i>	19
Instagram Followers - M:	<i>UP</i>	17
Instagram Followers - Athl:	<i>UP</i>	4

As of 10/10/17: (for reference)

Facebook Likes - Main:	25
Facebook Likes - Housing:	3
Facebook Likes - Found.:	6
Facebook Likes - Alumni:	19
Facebook Likes - Library:	1
Facebook Likes - Augusta:	7
Facebook Likes - Athletics:	54
Facebook Likes - Statesboro:	7
Facebook Likes - Ambassadors:	-
Facebook Likes - SGA:	-
Facebook Likes: AAMI:	1
Facebook Likes - Disc Golf:	3
Facebook Likes - Costa Rica:	1
Facebook Likes - Baseball:	9
Facebook Likes - Correll Alumni:	4
Twitter Followers - Main:	20
Twitter Followers - Athl.:	19
Instagram Followers - M:	17
Instagram Followers - Athl:	4