

Communications and Marketing Updates

July 2022



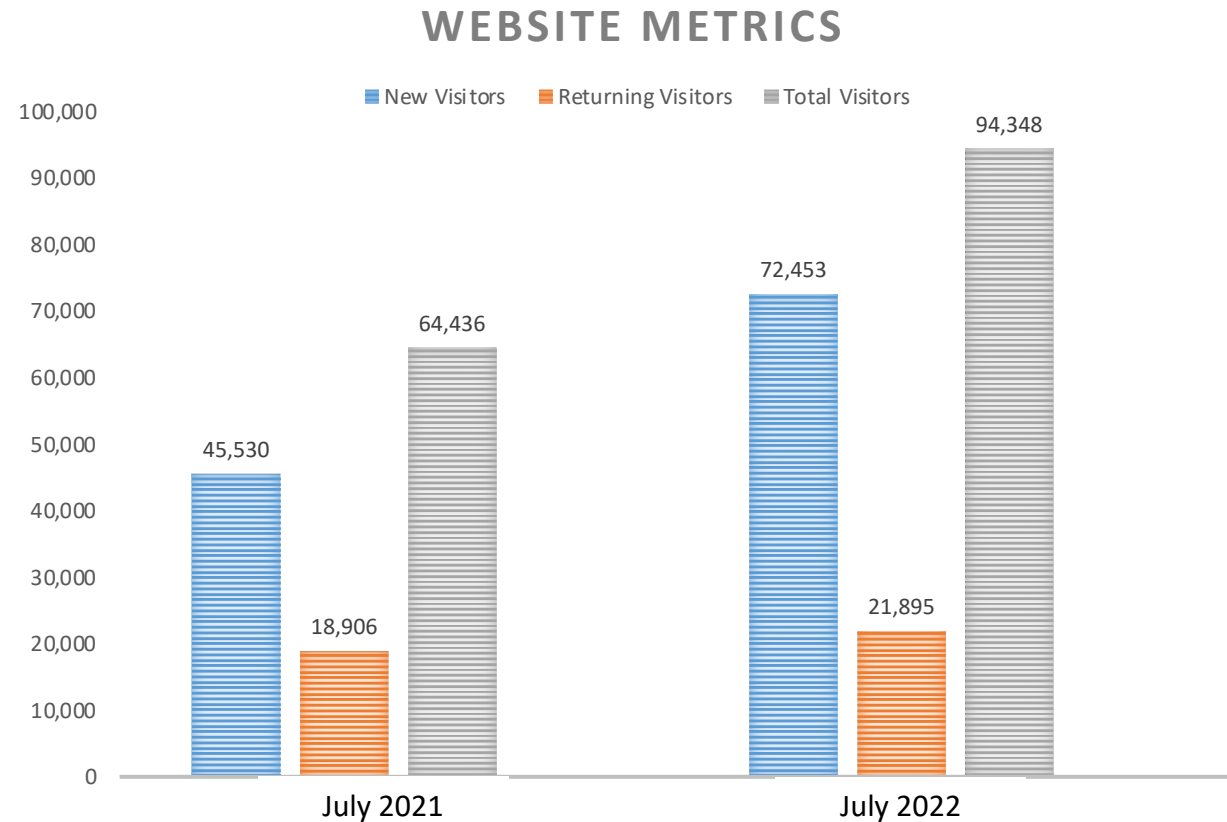
KCC Web Traffic Growth July 2022 vs July 2021

Summary

The chart shows **steady growth** of New Visitors and Total Visitors to our homepage for July 2022 vs. July 2021:

- The blue columns show that New Visitors increased 59%
- The orange columns show that returning visitors increased 16%
- The gray columns show that Total Users increased 46%
- This increase can be attributed to our digital ad campaigns, as well as our cable TV, social media, print, direct mail and Niche.com campaigns

Source: Google Analytics

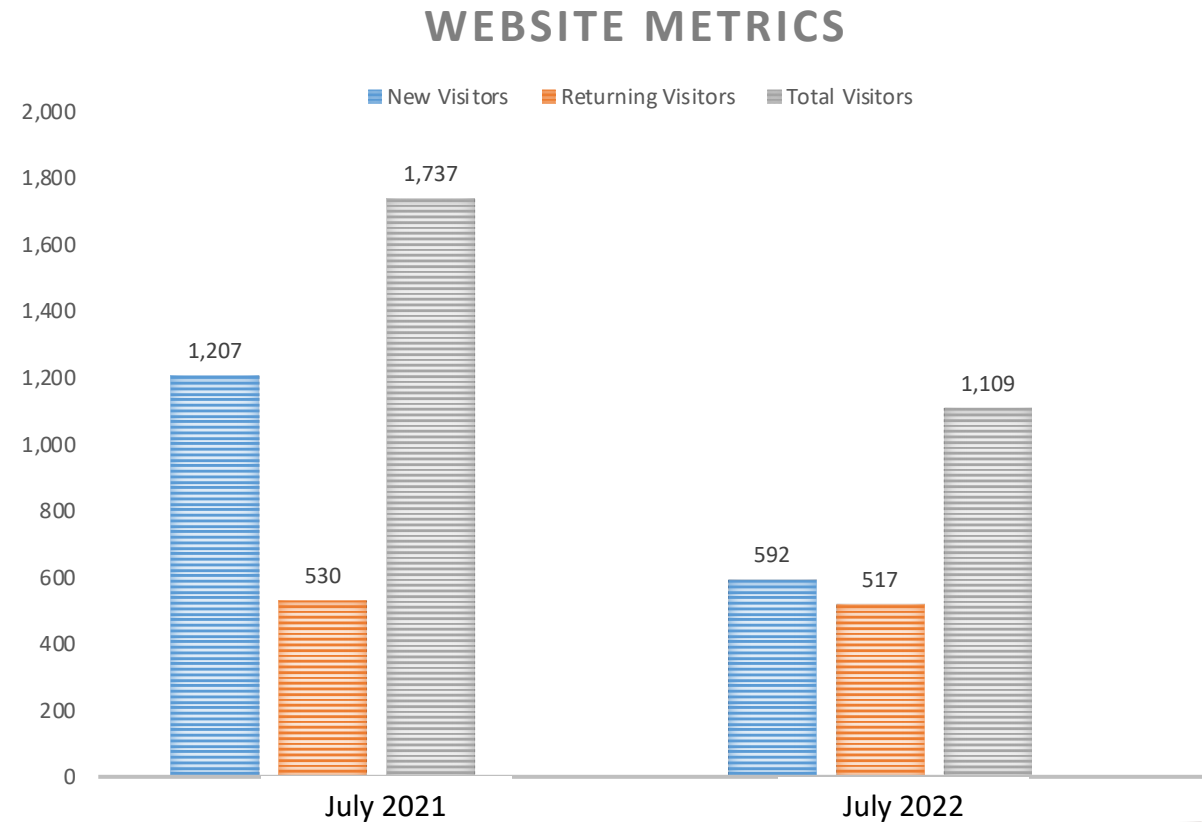


KCC FLEX Web Traffic Growth July 2022 vs July 2021

Summary

The chart shows a decrease in New Visitors, Returning Visitors and Total Visitors to our KCC FLEX landing page for July 2022 vs. July 2021, although FLEX experienced a significant increases in advertising impressions and overall enrollment over the past three years.

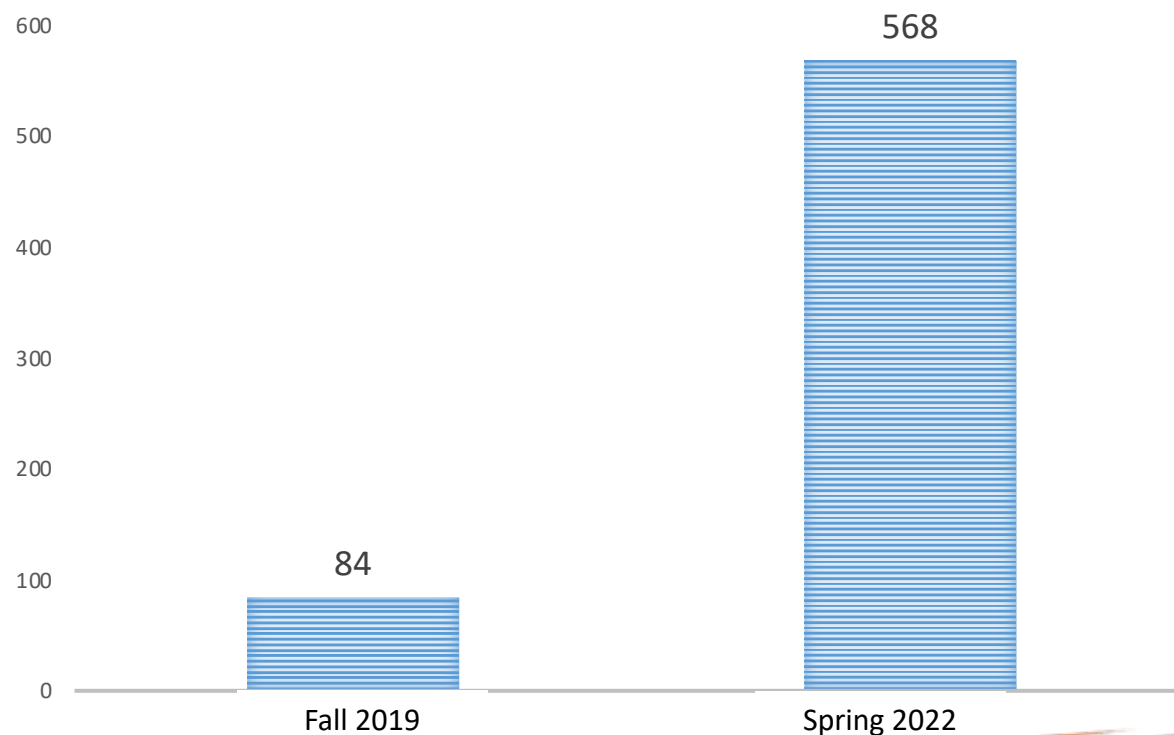
- The blue columns show that New Visitors decreased 51%
- The orange columns show that Returning Visitors decreased nominally.
- The gray columns show that Total Users decreased by 36%
- We will update the ad creative, web page graphics and target new audiences to increase traffic growth



KCC FLEX Enrollment Growth Fall 2019 vs Spring 2022

Summary

- KCC FLEX enrollment has **increased 576%** from Fall 2019 to Spring 2022
- Marketing is not a magic bullet but builds brands steadily overtime with consistent budget allocations
- Develop the brand assets and language
- Create the web presence and ads
- Review and update our marketing strategy based on data from actual KCC FLEX students and prospective student inquiries



Source: Google Analytics

Website Refresh

Phase 1: Visual Design, Site Structure and Content Review (8 weeks) COMPLETED

Phase 2: Accessibility and Validation Analysis (3 days) COMPLETED

Phase 3: Technical Specification: (2 weeks) COMPLETED

Phase 4: CMS Development: (8 -10 weeks) ONGOING - July 6 COMPLETED

Phase 5: CMS delivery of development, CMS Training (1-2 weeks) - July 13 COMPLETED

Phase 6: Testing by KCC Team (2 - 4 weeks) - COMPLETED

Phase 7: Final Migration Script - (1 - 2 weeks) August 17 expected completion

Upload training of migration script with KCC technical team members.

Phase 8: CUNY KCC team to clean-up content - (4-8 weeks) - August 17 - September 28 expected completion (October 12 is the latest completion date)

Ensure all pages have been viewed/checked; prepare all content for Go-Live [Phase 1] in first week of October.

July Press Mentions



Les Dames d'Escoffier
INTERNATIONAL

July 14, 2022- Wine Industry Advisor: [45th Annual Scholarship Drive Supports Emerging Female Leaders in Food, Beverage and Hospitality to Date Over 1,000 Recipients Have Received Over \\$2 Million in Funds](#)

July 14, 2022- The Haitian Times: [NYC colleges update rules on transfer credits, other policies for immigrant students](#)

July 8, 2022- CUNY Athletics: [CUNYAC Announces 2021-22 Winter/Spring Scholar-Athlete Honor Roll](#)

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