

Communications and Marketing

President's Goals

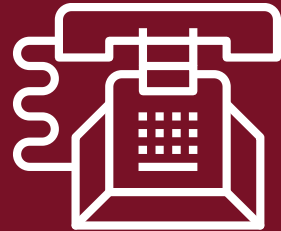
- #2 – Enrollment Management
- #3 – Community Stakeholder Engagement

North

New Marketing Tactics



Targeted email campaigns



Mass voice messaging



Increased video content



Simplified communications and content

Content Engagement

10.3%

2023 web traffic
from digital
marketing

10.1%

YoY increase in
web traffic from
social media

155%

Increased
content
interaction on
social media

Upcoming Improvements



Automated email
marketing



Web content
optimization

