



University of Wisconsin-Milwaukee
Marketing & Communications
2022 Summary of Activities

Marketing

- 28 advertising campaigns executed

Earned Media

- 17,067 stories appearing in news outlets
- 535 media calls handled

UWM Report News Site

- 433,465 views
- 175 stories and briefs posted

Weekly E-Newsletters

- 4,272 employee recipients
- 24,068 student recipients

UWM Alumni Magazine

- 161,655 hard copies mailed

Web

- 3,012,786 homepage views

Video

- 1.9 million YouTube views
- 87,500 Facebook views

Social Media

- 15,490,525 social media impressions
- 322,995 followers on UWM sponsored sites

Print & Copy

- 2,102 jobs completed

Licensing & Merchandise

- \$140,000+ in licensing royalties



University of Wisconsin-Milwaukee
Marketing & Communications
2022 Annual Report

Completed: Feb. 9, 2023

Introduction

Marketing & Communications (MarComm) creates a bridge from UWM to the community, striving to strengthen the university's reputation, image and brand as a public, urban research university with an access mission. MarComm's goals include enhancing relationships with a broad array of audiences, such as students and families, alumni, donors, neighbors, government officials, and business and community leaders and partners, while also providing information and resources to UWM students, faculty and staff.

This report outlines MarComm's efforts, including metrics, in the following areas over the reporting period:

- Media Services
 - Public Relations and Earned Media
 - Owned Media
- Marketing
 - Advertising Campaigns
 - Content Production
 - Design
 - Photography
 - Video
 - Shared Marketing
 - Social Media
 - Web & Mobile Services
- Print and Copy Services
- Licensing & Merchandise

Media Services/News

Background: The Media Services team shares the UWM story by working with independent news organizations (earned media) and producing print and digital publications, as well as a radio show and podcast, for the university (owned media).

Public Relations and Earned Media

Earned media stories appearing in news outlets totaled 17,067, and we handled 535 media inquiries. The news organizations that we received the most inquiries from were CBS 58 (62), TMJ4 (61), Milwaukee Journal Sentinel (52), Fox 6 (35) and Spectrum News (26). Our best placements were in the Associated Press, Mashable, Web MD and the Milwaukee Journal Sentinel.

We distributed 56 news releases to journalists via email and the Newswise distribution service. This number does not include releases sent by the Peck School of the Arts and the School of Continuing Education, which manage their own media lists. The 13 items posted on Newswise received 31,798 views by journalists from national and regional publications.

The Media Services team also sends a monthly newsletter to about 270 Wisconsin journalists, which generates a steady stream of media inquiries.

The @UWMNews Twitter account, which targets journalists, had 5,756 followers as of Feb. 7, 2023.

Owned Media

UWM Report news site: The UWM Report news site, uwm.edu/news, had 433,465 views during the reporting period. A total of 175 news stories and briefs were published.

Faculty/staff e-newsletter: The e-newsletter is currently sent to about 4,300 university employees. The average open rate for Fall 2022 was 51%.

Student e-newsletter: In Spring 2022, we sent a newsletter to students every other week. We increased this to weekly in Fall 2022. The average open rate for Spring 2022 was 35%. The average open rate for Fall 2022 was 37%.

UWM Alumni magazine: We produced two editions of the UWM Alumni magazine, one in spring and one in fall. In spring, 162,000 copies were printed, with 161,132

mailed to alumni. In fall, 161,492 copies were printed, with 161,135 mailed to alumni.

Radio programs and podcasts: The UWM Chancellor’s Report podcast had 717 audio downloads from the WUWM website in 2022. Ratings for the broadcast version of the show are not available from WUWM.

Marketing

Advertising Campaigns

Background: Within MarComm, Integrated Marketing & Communications (IMC) runs UWM’s main advertising campaign to attract prospective students as well as campaigns for schools and colleges. Campaigns include traditional and digital media and involve work by Web as well as all five IMC teams: Design, Digital Marketing, Media Services, Photography and Video. Below is an overview of the 28 digital campaigns run by the digital marketing team in FY22. This was a 50% increase in the total number of campaigns compared to FY21. The FY22 campaigns generated over 145 million impressions and 4,202 new inquiries, a 32% increase in leads compared to FY21. The total ad spend for digital advertising in FY22 was \$441,000, a 118% increase in ad purchases from FY21. This increase is due to the work brought in-house by First Choice / My Choice, the main recruitment campaign for the university. By keeping this work in-house, MarComm avoided sending \$88,000 in ad buy fees to external agencies. Here is a summary of FY22 campaigns:

FY22 Campaign	Sponsor	Run Dates	Impressions	Key conversion
First Choice (\$825,000)	MarComm	July 1, 2021 – June 30, 2022	119,700,000	2,425 inquiries, \$340 CPA
Re-enroll (\$3,000)	Enrollment Management	Oct. 9, 2020 – May 23, 2021	356,000	\$5.60 CPM (impressions)
Summer Enrollment (\$15,000)	UWM Online, College of General Studies	March 28 – June 10, 2021	2,200,000	504 button clicks, \$29 cost per conversion
Applied Computing (\$6,100)	College of Engineering & Applied Sciences	May 18 – July 31, 2022	637,000	7 inquiries, \$878 CPA
Recruitment Marketing (\$14,200)	College of Engineering & Applied Sciences	Aug. 23, 2021 – June 30, 2022	2,300,000	211 inquiries, \$190 CPA
Yield Marketing (\$3,600)	College of Engineering & Applied Sciences	March 17 – May 16, 2022	372,000	\$9.68 CPM (impressions)
414 Day for UWM (\$2,000)	Alumni	April 4 – 14, 2022	232,000	\$7.60 CPM (impressions)
Recruitment Marketing	College of Nursing	Fall 2021	Provided advisement on digital strategy and campaign build	--

Yield Marketing (\$3,300)	College of Nursing	March 30 – May 15, 2022	226,700	\$14.55 CPM (impressions)
Geofencing (\$800)	Partners for Health	Oct. 28, 2021 – May 26, 2022	197,200	\$3.97 CPM (impressions)
Criminal Justice (\$4,000)	Helen Bader School of Social Welfare	March 1 – May 8, 2022	137,000	42 inquiries, \$94 CPA
Recruitment Marketing (\$13,900)	College of General Studies	Sept. 27, 2021 – July 1, 2022	1,530,000	155 inquiries, \$89 CPA
CGS application generation (\$3,500)	College of General Studies	June 30 – Aug. 11, 2022	255,000	45 inquiries, \$77 CPA
Graduate School Open House (\$18,200)	Graduate School	Oct. 14 – Nov. 9, 2020	1,900,000	169 submissions, \$107 CPA
Bachelor of social work (\$3,800)	Helen Bader School of Social Welfare	Oct. 6 – Dec. 3, 2021	55,700	29 inquiries, \$130 CPA
Curious Campus (\$15,300)	MarComm	Nov. 29, 2021 – May 22, 2022	1,200,000	\$8.36 CPM (impressions)
Summer Visit (\$42,000)	MarComm	April 1 – June 13, 2022	6,300,000	\$6.73 CPM (impressions)
Recruitment marketing (\$9,000)	Peck School of the Arts	Sept. 20, 2021 – Feb. 18, 2022	157,000	303 inquiries, \$49 CPA
Master of Urban Planning (\$600)	School of Architecture and Urban Planning	Dec. 9, 2021 – Jan. 14, 2022	81,810	0.64% CTR
Continuing education marketing (\$8,400)	School of Continuing Education	Aug. 2 – Dec. 21, 2021; Feb. 1 – May 1, 2022	231,400	171 conversions, \$71 CPA
Recruitment marketing (\$7,500)	School of Freshwater Sciences	Oct. 21, 2021 – June 23, 2022	455,721	62 inquiries, \$120 CPA
Recruitment marketing (\$16,075)	School of Education	Sept. 23, 2021 – May 19, 2022	494,400	252 inquiries, \$85 CPA
MLIS marketing (\$6,800)	School of Information Studies	Jan. 18 – June 17, 2022	63,400	129 inquiries, \$53 CPA
Sports marketing initiative (\$2,000)	MarComm	Nov. 13, 2021 – Feb. 23, 2022	504,000	0.47% CTR
Bachelor's marketing (\$21,500)	Zilber Foundation	Nov. 1, 2021 – June 30, 2022	3,835,000	\$5.61 CPM (impressions)
Recruitment marketing (\$23,700)	Zilber School of Public Health	Sept. 27, 2021 – June 13, 2022	656,000	200 inquiries, \$118 CPA
Maternal and Child Certificate (\$2,395)	Zilber School of Public Health	March 9 – May 31, 2022	280,000	2 inquiries, \$1,197.50 CPA
TechEd Frontiers Marketing (\$3,000)	TechEd Frontiers	March 21 – June 30, 2022	112,000	46 'Register Now' clicks

MarComm reports inquiries for campaigns that are primarily lead generation.

Content Production

Design

Background: Designers produce a wide range of digital, print and environmental assets for the university, as well as individual campus units. Their work is critical to advertising campaigns and university publications, such as UWM Alumni and the Viewbook, and can be seen on social media and uwm.edu.

- Print pieces produced (flyers, posters, brochures, publications): 547
- Print quantities: 590,008
- Environmental pieces produced (signage, banners, cutouts, window clings): 104
- Digital files produced (video, social, web banners, email marketing): 1,564

Photography

Background: MarComm photos are uploaded and managed in the UWM Photo Archive, where they can be accessed by campus partners. They are used by MarComm in nearly every advertising campaign, publication and marketing material produced. They are also featured heavily on uwm.edu and social media.

- Photo shoots completed: 452
- New digital assets (images) uploaded to the UWM Photo Archive: 13,657

Video

Background: MarComm videos are uploaded to youtube.com/@uw-milwaukee, embedded throughout the UWM website, used in digital communication and featured heavily on social media. MarComm is also responsible for livestreaming events, including commencement ceremonies, plenaries and the annual Board of Regents meetings hosted at UWM.

In this reporting period, the university YouTube account had 1.9 million views totaling nearly 28,000 hours watched. The UWM Facebook account had 87,494 video views.

Additional metrics include:

- Videos produced: 145+
- Livestreams managed: 20+ (assisted at five chancellor town hall events)

Note: Videos produced for some campus schools/colleges/departments are not accounted for in this report if they control their own YouTube and social media sites.

Shared Marketing

Background: MarComm supervises multiple shared positions that support marketing for five schools and colleges (College of General Studies; Peck School of the Arts; School of Architecture & Urban Planning; School of Freshwater Sciences and Freshwater Collaborative of Wisconsin; and Zilber School of Public Health). This is different from other schools and colleges that employ their own in-house marketing staff.

College of General Studies

1. Successfully migrated the CGS, Washington County and Waukesha websites to be on Web ID 2.0. We had new photos shot and filmed new video for the website. New video banners were created for each of the homepages. We received positive feedback on the sites when they launched.
2. CGS ran a digital campaign from September 2021 to July 2022 which resulted in 1,530,396 impressions, 8,482 clicks and 155 conversions (form submissions). The average cost per conversion (CPA) was \$89 per form submission, -55% below the midpoint of the industry benchmark. The campaign exceeded all benchmarks.
3. We continued to ramp up events open to the public and to be more present in the community. With a visit coordinator and recruiter for our campuses on staff, we were able to be present at events in the community over the summer and add new-to-us marketing tactics, such as geofencing county fairs. We also held large events for the public that were well attended, including having Gov. Jeb Bush give a lecture sponsored by the Tommy Thompson Center.

Peck School of the Arts

1. Peck School of the Arts collaborated with MarComm on digital marketing in 2022. The comprehensive media plan included paid search campaigns for visual arts in Illinois and Wisconsin, performing arts in Wisconsin and display ads to targeted audiences. Combined, it resulted in over 300 Slate submission forms and over 6,000 page views to the corresponding landing pages.
2. PSOA continues to host a robust schedule of in-person prospective student tours, program entry auditions/interviews, and admitted student yield events. These events are marketed in collaboration with the Office of

Undergraduate Admissions, and PSOA continues to seek ways to leverage the Slate platform to engage the funnel. PSOA is one of a handful of schools at UWM with an increase in 2022-23 enrollments.

3. Departments in Peck School of the Arts are increasingly leveraging support from the school's marketing manager to garner paid and earned media in publications that are relevant to their disciplines. Recent examples include inclusion in national dance publication Critical Correspondence, film rankings in Variety Magazine and TheWrap, and ad placements in Wisconsin School Musician magazine, Wisconsin Interscholastic Theatre Festival program, Shepherd Express, and various high school playbills. Additionally, the music department leveraged the College Music Society network to reach over 22,000 professional music educators across the United States to market their graduate programs and assistantships.

School of Architecture & Urban Planning

1. The Department of Architecture earned digital marketing through the Market Your Major competition and has seen positive results. As of the most recent report (Dec. 13, 2022), the digital campaign resulted in 1,647 pageviews to the Architecture landing page with 82 Slate RFI form submissions at a cost per submission of \$47.70. This campaign is significantly outperforming the industry benchmark of \$150-250 cost per submission.
2. SARUP continues to host a robust schedule of in-person and virtual prospective student tours and admitted student yield events. These events are marketed in collaboration with the Office of Undergraduate Admissions and the Graduate School, and SARUP continues to seek ways to leverage the Slate and Panthera platforms to engage the funnel. SARUP is one of a handful of schools at UWM with an increase in 22-23 enrollments.
3. SARUP faculty and alumni continue to garner regional and national media attention on a variety of topics that are important to the fields of architecture, urban planning, and related industries. Some recent examples include pedestrian safety, sustainable architecture, adaptive reuse of industrial structures, health and wellness in underserved populations, veteran housing, historic preservation, and Milwaukee's goal of growing to 1 million residents.

School of Freshwater Sciences

1. Successfully migrated the SFS website to Web ID 2.0, which included writing new copy geared toward recruitment and developing a new homepage video with a student and two alumni to showcase how a freshwater degree leads to jobs.
2. Completed a 2021-2022 digital campaign to promote the new undergraduate degree program and saw a 72% increase in form submissions over the previous academic year. The campaign generated 455,000 impressions across paid digital platforms and 4,893 page views on the campaign landing page. Expanded the campaign for 2022-2023 to focus on the BS and PSM degrees and to add LinkedIn advertising and geofencing tactics. As of the end of 2022, the campaign was already approaching the previous campaign's year-long numbers.
3. Worked closely with the Media Services team to increase media coverage of the School of Freshwater Sciences, resulting in a featured video on John McGivern's new show Main Streets; local stories on Channel 12, CBS58, Spectrum News, WUWM and Wisconsin Public Radio and in Milwaukee Magazine and Milwaukee Journal Sentinel; and national coverage through The Conversation, NBC News and the Chicago Tribune.

Freshwater Collaborative

1. Created two successful statewide media campaigns to announce nearly \$4 million in funding to the 13 UW institutions, leading to more than 40 stories in Wisconsin's media outlets.
2. Developed a 40-page report to showcase the 80 projects the Freshwater Collaborative has funded since 2019. The piece has been praised by Steering Committee members, and it will be given to state legislators in early 2023 to demonstrate how funds have been used.
3. Initiated and completed a significant website update to revamp the homepage and to add a student resources section, an experts' directory, project descriptions and other resources. The website saw a 72% increase in users and an 82% increase in page views year over year (2021 vs. 2022).

Joseph J. Zilber School of Public Health

1. In Spring 2022, the Zilber School launched a project to create an OTT (over the top) video campaign to build awareness of public health among high school students and their parents in Wisconsin, northern Illinois and the St. Paul, Minnesota, DMA. This effort included running focus groups with current UWM public health undergraduate students, writing video commercial scripts, auditioning and hiring real public health students to star in the commercial, filming and editing. The final products included [one 30-second commercial](#), two 15-second commercials, and four 6-second commercials.
2. Thanks to a grant from the Zilber Family Foundation, we've been able to add additional staff support and expertise to our social media efforts. In Spring 2022, we hired a part-time social media strategist to increase the Zilber School's presence and impact on Facebook, Instagram and TikTok. In Fall 2022, we also hired a current undergraduate student to create social media content for the school. That student works with UWM's social media content creator team, and her content is shared on UWM's TikTok and Instagram accounts, in addition to the Zilber School's social media accounts.
3. In Summer and Fall of 2022, the Zilber School of Public Health partnered with the College of Nursing and College of Health Sciences to build a new and improved virtual tour for UWM Partners for Health. The new tour was built in-house and will save the university thousands of dollars on vendor fees in years to come.

Social Media

Background: Social media enable UWM to share, create and participate in conversations, build community and connect with a wide audience. UWM's social media goals include increasing brand awareness and engagement, and promoting Panther Proud content. The official university social media accounts include Facebook, Twitter, Instagram, LinkedIn, Snapchat and TikTok.

In sum, the official UWM accounts have 322,995 followers. In the reporting period, UWM received 15,490,525 impressions across these accounts.

Twitter @UWM: <https://twitter.com/uwm>

Background: Highly interactive account with two-way communication. This account acts as the voice of the university. Content promotes events, announces major news, builds and nurtures relationships, increases traffic to UWM's website and uses hashtags to join in trending conversations (example: #DecisionDay on May 1.)

- 650 tweets sent
- 37,411 followers
- 5,378 mentions
- 5,090 link clicks
- 1,258,298 impressions

Twitter @UWMNews: <https://twitter.com/uwmnews>

Background: Account uses one-way communication to push out UWM news and promote earned media. When major news breaks, journalists look to Twitter for information.

- 890 tweets sent
- 5,746 followers
- 190 mentions
- 1,706 link clicks
- 215,739 impressions

Twitter @MarkMone: <https://twitter.com/markmone>

Background: Account uses one-way communication to promote UWM and the chancellor's involvement in the community.

- 3 tweets sent
- 775 followers
- 188 mentions
- 8 link clicks
- 1,438 impressions

UWM Facebook: <https://www.facebook.com/UWMilwaukee>

Background: This network is mainly one-way communication, although interactions include responding to user posts or inbox messages. Shareable content is critical to ensure users see UWM's content.

- 256 posts of photos, links and videos
- 62,388 followers
- 87,494 video views
- 5,027,438 impressions

Instagram: <http://instagram.com/uwmilwaukee/>

Background: Instagram is UWM's digital "brand style magazine." It uses photos and videos to paint a picture of life at UWM and in Milwaukee to a younger generation, with 90% of the users under the age of 35. The target audience for UWM includes prospective and current students and younger alumni.

- 159 posts
- 144,998 likes received on posts
- 28,613 followers
- 2,105,343 post impressions
- 1,013 stories
- 2,356,333 story impressions

LinkedIn: <https://www.linkedin.com/school/uwmilwaukee>

Background: LinkedIn is a professional networking site and the most "serious" for content strategy. The page can target news stories based on location, industry, company or title. MarComm encourages faculty and alumni to share UWM news to their networks.

- 365 posts
- 2,036,296 impressions
- 174,074 followers

Snapchat: uwmilwaukee

Background: This account is used to capture student events, boost Panther Pride and build brand recognition for the university. Schools/colleges/departments partner with MarComm to feature a day-in-the-life of a UWM student or exclusive behind-the-scenes event coverage.

- 6,764 followers
- 62% average watch rate on snaps

TikTok: <https://www.tiktok.com/@uwmilwaukee>

Background: TikTok prioritizes short video content with trending challenges, audio, hashtags and effects, rewarding users by displaying their content on the For You Page for wider reach and engagement. UWM's TikTok content showcases the student experience at UWM and puts a UWM spin on TikTok trends. The target audience for UWM includes prospective and current students.

- 62 TikToks
- 104,475 views
- 5,257 likes
- 1,578 followers

YouTube: <https://youtube.com/uwmnews>

Background: YouTube is the world's second-largest search engine after Google. It is important we continue our strong presence on this network to help increase awareness and build credibility.

- 1,916,179 views
- 27,858.7 hours watched
- 4,869 subscribers

Twitter's (@UWM) Top Moments

1. [Vice President Harris visits at UWM Poli Sci class](#) (153 retweets, 1,195 likes, 81,368 impressions)
2. [UWM alum Willem Dafoe received an honorary Doctor of the Arts degree before addressing students at UWM graduation ceremony](#) (176 retweets, 762 likes, 38,839 impressions)
3. [A UWM Poli Sci class had a visit from Vice President Harris](#) (54 retweets, 305 likes, 45,040 impressions)

Facebook's Top Moments

1. [UWM alum Willem Dafoe received an honorary Doctor of Arts degree before addressing students at UWM graduation ceremony](#) (23,634 likes, 934 comments, 14,071 shares, 2,015,115 impressions)
2. [UWM alum Willem Dafoe will return to UWM as Spring 2022 Commencement speaker](#) (1,842 likes, 164 comments, 495 shares, 113,955 impressions)
3. [UWM Class of 2026 class photo](#) (1,504 likes, 45 comments, 167 shares, 62,278 impressions)

Instagram's Top Moments

1. [Vice President Harris visited a UWM Poli Sci class](#) (3,909 likes, 30,647 impressions)
2. [UWM alum Willem Dafoe addresses students at UWM Commencement](#) (3,848 likes, 22,054 impressions)
3. [UWM Class of 2026 class photo](#) (3,459 likes, 24,992 impressions)

YouTube's Top Moments

1. [Willem Dafoe highlights from a 1975 Theatre X production](#) (603,888 views, 540,894 minutes watched)
2. [Willem Dafoe in a 1975 Theatre X production](#) (17,659 views, 42,870 minutes watched)
3. [Actor and alum Willem Dafoe speaks at UWM Commencement](#) (17,575 views, 38,166 minutes watched)

Web Services

Background: Web & Mobile Services maintains the UWM homepage and uwm.edu domain, and uses web technologies to further the goals of campus units and faculty/staff in the areas of marketing communications, business processes and research/scholarly activities. Web & Mobile Services supports and manages UWM's WordPress and CampusPress web publishing platforms. Web & Mobile Services also provides custom web design/development and web application development services to campus units.

There are 554 websites on uwm.edu managed by 1,216 content authors.

The following are relevant metrics for this period:

Web support requests completed: 506

Website go-lives: 29

Web projects completed: 48

Web projects in progress: 89

UWM's websites are the university's No. 1 recruitment tool, having reach and impact that surpass all other communication channels.

The UWM homepage had 3,012,786 page views.

The four top-level pages critical to student enrollment were viewed as follows:

[Majors](#): 182,452

[Apply](#): 146,039

[Cost](#): 101,641

[Visit](#): 42,861

Additional top-level pages had the following views:

[Research](#): 6,255

[About \(UWM\)](#): 24,773

[International](#): 1,085

[Student Life](#): 11,058

[Facts](#): 2,819

Print & Copy Services

Background: Based in the University Services & Research Building (USRB), Print & Copy Services provides printing and copying services for UWM-funded projects, consistent with state statute, including:

- Consultation
- Offset printing from 1-color to full color
- Digital printing from black ink to full color
- Full-service bindery, including perfect-binding, saddle-stitching, folding, drilling, perforating, scoring and cutting
- Wide-format printing (poster, banner/sign printing)
- Outside print purchasing
- Fleet management of leased office printers/copiers

The following jobs were completed in 2022:

- 867 Print Shop jobs
- 1,235 Copy Center jobs
- 235 Edtech-funded posters
- 7,216,914 copies made on leased printers/copiers

Licensing & Merchandise

Royalties

Royalties for the sale of licensed merchandise, which go toward student scholarships, set a record in calendar year 2022. Over \$140,000 in royalties were collected, surpassing the \$128,278 collected in 2019. Royalties have risen 225% since 2016.

Branded coffee partnership

In 2022, we launched a branded coffee partnership with Colectivo. The coffee took on a retro look, complementing the relaunch of the College Vault program. The coffee was sold in all Milwaukee-area Colectivo locations, in Sendiks locations across Milwaukee, and online – putting a UWM-branded product in over 20 retail locations through the holidays.

College Vault relaunch

UWM's College Vault program relaunched in 2022 by leveraging a local business partner (Abacus) for presale and in-person sales opportunities tied to the holiday season. The initial preorder generated 175 sales (over \$11,000 retail) with subsequent sales and in-person merchandise at the Arena Team Store growing those numbers. Additional merchandise, and the addition of other retro art, will be introduced in 2023.

Other Items

- Amazon by Trevco sales on UWM's branded Amazon storefront hit nearly \$50,000 in calendar year 2022, up from just over \$27,000 in 2021. Trevco was responsible for nearly \$6,000 in royalties in 2022 – as recently as 2020 its royalties were under \$100.
- Branded Merchandise Day returned in the spring of 2022 after an absence since the fall of 2019. The day attracted five of our local licensees and over 150 campus partners.
- We built a new website – uwm.edu/retail – to collect links and information about every known place that sells officially licensed UWM merchandise
- In partnering with the School of Education and the Alumni Association, UWM alums teaching in the West Allis/West Milwaukee School District were offered a branded Teacher Pack for their classroom.