

Communications and Marketing Updates



KCC Web Traffic

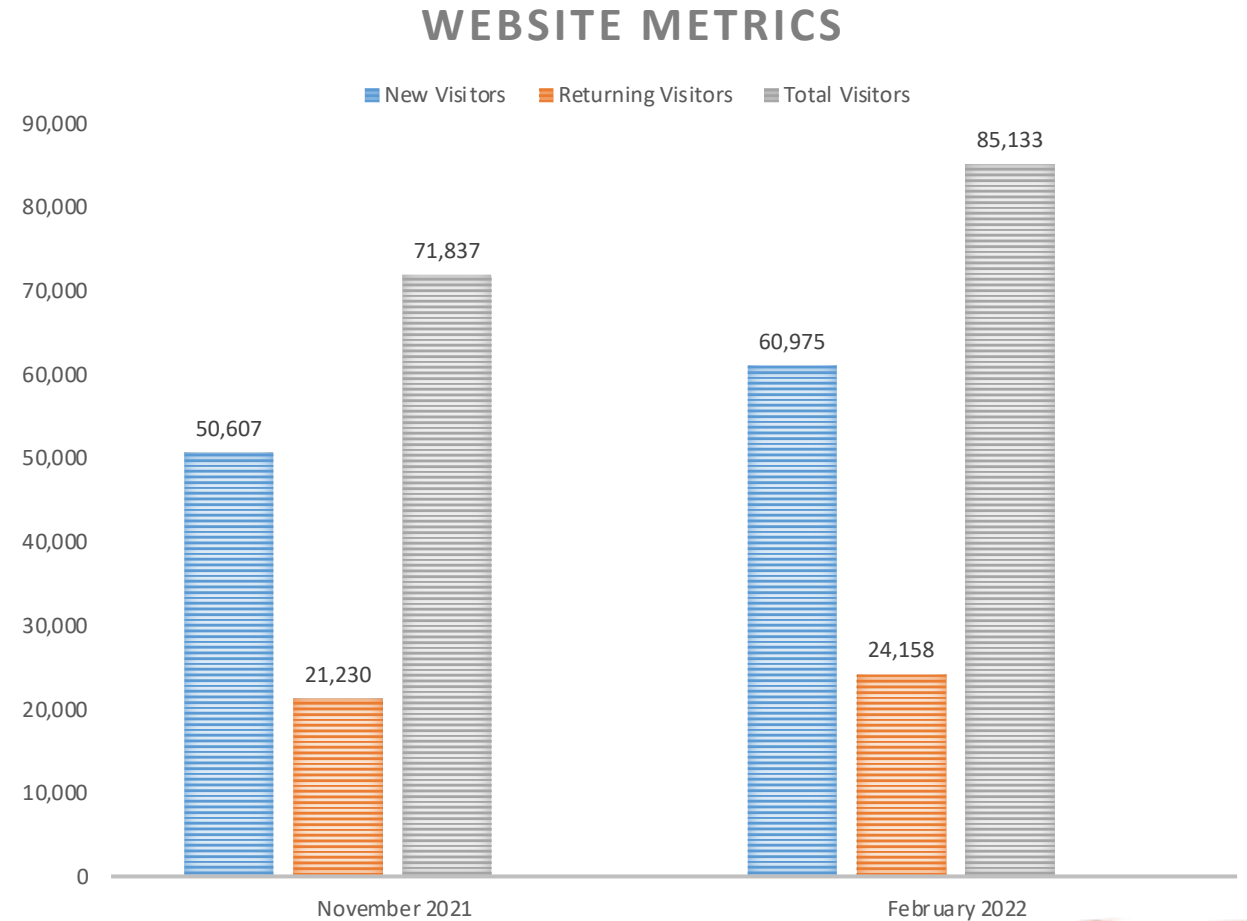
November 2021 vs February 2022

Summary

Overall, web traffic to our [homepage](#) in the past three months has shown steady growth between November 2021 and February 2022:

- New visitors (blue bar) increased **20%**
- Returning visitors (orange bar) increased **14%**
- Total visitors (gray bar) increased **19%**

Source: Google Analytics



KCC FLEX Web Traffic

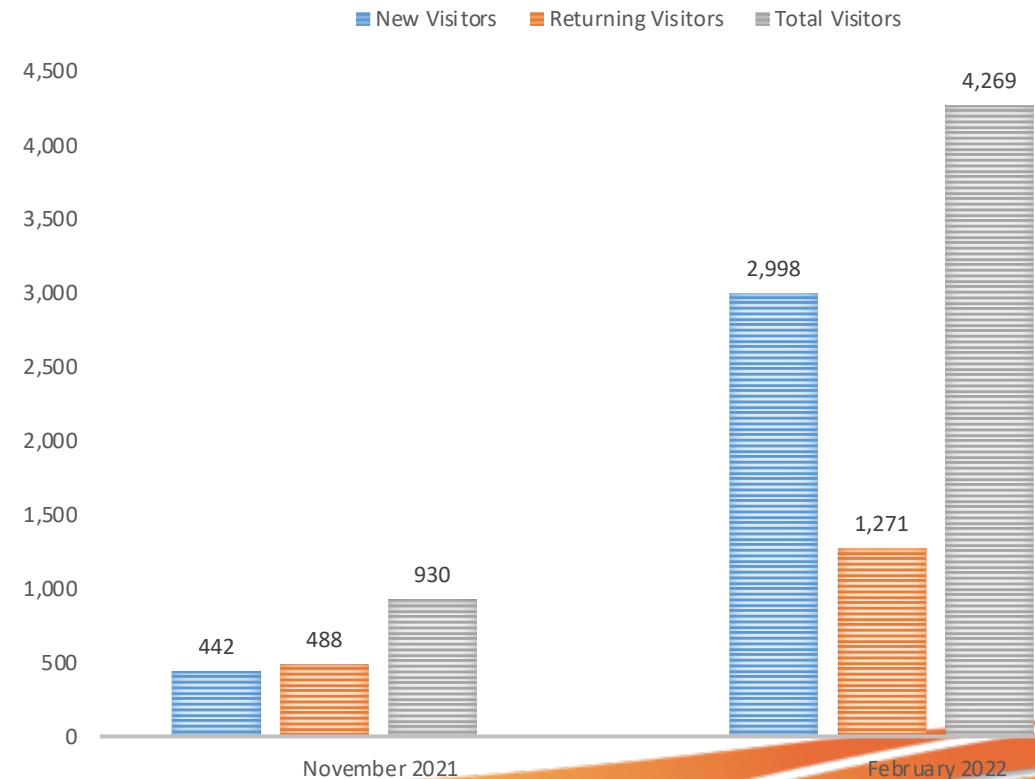
November 2021 vs February 2022

Summary

Overall, web traffic increased **exponentially** to the [KCC FLEX](#) landing page in the past three months between November 2021 and February 2022:

- New visitors (blue bar) increased by **578%**
- Returning visitors (orange bar) increased by **160%**
- Total visitors (gray bar) increased **359%**
- This increase can be attributed to our digital advertising; 40% of visitors to the KCC FLEX webpage noted that digital ads led them to the KCC FLEX landing page

WEBSITE METRICS



Website Refresh

Update

- The Website Committee has finalized the website navigation, which is the most essential part of the website refresh and contributes to the user's experience by enhancing the ease of use and access to information users seek
- We are reviewing and providing feedback on new webpage template designs for the homepage and internal webpages, including the academic calendar, academic departments and the directory
- The vendor has conducted a "crawl" of our website and provided us with an inventory of links to every KCC webpage to assist us with reviewing and selecting the content that will migrate over to the refreshed website



Phase 1 of the Website Refresh Has Begun

**VISUAL DESIGN,
SITE STRUCTURE AND
CONTENT REVIEW**

Press in February 2022

Schneps Media/Bay News: [Black History Makers Made Their Mark at Kingsborough for Decades](#)

City Limits: [Opinion: New York Must Build Up Its Green Workforce as Offshore Wind Expands](#)

Washington Post: [Fathers or students: Black men in college often face a choice](#)

CUNY Athletics: [CUNYAC/HSS Community College Men's Basketball All-Stars Revealed](#)

NYS Governor: [Governor Hochul Announces \\$25 Million Proposal to Transition Existing Workers and Train Individuals from Disadvantaged Communities for Clean Energy Jobs](#)

Brooklyn Paper: [On Stage at Kingsborough to Return To In-Person Performances In March](#)

The Chronicle of Higher Education: [The Faculty Job \(Almost\) No One Wants: Chairing a department has never been easy. The pandemic has only made it tougher.](#)

The City: [CUNY Community Colleges Contend With Plunging Enrollment](#)

Visit our [News](#) webpage for more recent press and press releases

BAY News

including **KINGS COURIER & FLATBUSH LIFE**

SERVING BENSONHURST, BRIGHTON BEACH, CONEY ISLAND, GERRITSEN BEACH, KINGS HIGHWAY, MANHATTAN BEACH, MIDWOOD, & SHEEPSHEAD BAY

EDUCATION PROFILE

Black History Makers Made Their Mark At Kingsborough For Decades

BY DR. CLAUDIA V. SCHRADER

In 1926, the Association for the Study of African American Life and History (ASALH) held the first Negro History Week. The second week in February

presence.

At the start of World War II, long before the idea for Brooklyn's first community college was born, our campus was the site of the largest U.S. Maritime Service



the second youngest president of Shaw University and, as you know, in 2018 when I was appointed as KCC's 7th president, I humbly secured my part in KCC and Black History as the first African American in the College's history to hold this office. I proudly walk in the footsteps of Thelma Malle, the first Black dean of Kingsborough.

Throughout Black History Month and beyond, we celebrate and remember African Ameri-

Sections

The Washington Post

Democracy Dies in Darkness

Higher Education

Fathers or students: Black men in college often face a choice



Services News Government COVID-19 Vaccine

By Danielle Douglas-Gabriel

February 20, 2022 at 8:00 a.m. EST

Listen to article 7 min



GOVERNOR KATHY HOCHUL

PRESSROOM

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EXECUTIVE ORDERS

LEGISLATION

ABOUT

FEBRUARY 17, 2022 | Albany, NY

Governor Hochul Announces \$25 Million Proposal to Transition Existing Workers and Train Individuals from Disadvantaged Communities for Clean Energy Jobs

JOBS

ENERGY

ECONOMIC DEVELOPMENT

Social Media Metrics/Highlights

Instagram – 1,698 Followers

- Our content reached 340,075 accounts which represents a 19,775% increase from the prior month. Digital ads accounted for 99.3% of the accounts reached
- Visits to our profile page increased 119% to 1,969 versus the prior month
- # of engagements with content increased 123% to 624

Facebook – 10,512 Followers

- # of followers increased slightly by 36 compared to the prior month
- Content that received the most engagement and likes includes Ovations and Shuttle Bus posts

Twitter – 2,779 Followers

- # of followers is the same as the prior month
- # of tweets increased to 137 versus 98 during the month prior
- # of engagements with content decreased from 125 to 104 from the prior month

LinkedIn – 37,190 Followers

- # of unique visitors increased 14% from the prior month to 855
- Top job functions for visitors of our page: education (14%), business development (13.6%) and support services (11%)

If you manage a social media account that's not listed on our [social media webpage](#), please contact stephannia.cleaton@kbcc.cuny.edu

The image displays three screenshots of social media profiles for CUNY Kingsborough College. The top screenshot shows the Instagram profile for 'cunykcc', featuring a circular profile picture with a 'WOMEN'S HISTORY MONTH' graphic. The stats show 1,353 posts, 1,698 followers, and 200 accounts followed. The bio includes a welcome message and the college's address. The middle screenshot shows a Facebook post with a yellow background and a smartphone image, promoting the 'KCC Mobile App' with the text 'Have you downloaded the KCC Mobile App yet? What are you waiting for?'. The bottom screenshot shows the Twitter profile for 'CUNY Kingsborough @CUNYkcc', with a bio stating it is the official Twitter feed for Kingsborough Community College, located in Manhattan Beach, Brooklyn, and joined in January 2012. It has 577 following and 2,779 followers.