2015 IMPACT REPORT

We enthusiastically promote our people, programs, and high-energy campus. We tell the story of the Volunteer difference.
Logo Rollout
Successfully introduced new university logo and unit logos to more than 250 campus units, and launched brand.utk.edu to centralize brand standards and provide resources for unit communicators.

**IMPACT**
- Increased quality and quantity of engaging discussions between our office and other campus communicators.
- Strengthened brand alignment throughout UT communication pieces.
- Increased awareness of the role of our office as stewards of the UT brand.
SOCIAL MEDIA

Emojis & Instagram
UT’s presence on social media continues to grow and evolve with a carefully curated voice and strong following across core audiences.

Rolled out the Big Orange Emojis
- 141,489 Tennessee Today page views
- Most popular post of the fall semester (3,834 unique views)
- Picked up by local & regional news outlets

285% Instagram followers grew from 8,406 to 23,956.

Social promotion during the Big Orange Give campaign helped drive donations in excess of $1 million.

86,507 Facebook users reached
27,770 video views

One tweet alone gained 46,300+ impressions and 6,600+ video views.

Engagement Labs ranked UT 14th nationally (and 4th in the SEC)—up 10 spots since last year—for college Twitter accounts between August 2014 & March 2015.

Worked closely with dozens of campus units to develop a consistent social presence for prospective and current student audiences.
Recruitment & Enrollment
Our office continued its strategic partnership with the Offices of Admissions, Orientation & Transition, Housing, and One Stop.

Building a Better Campus
conezone.utk.edu
We actively highlighted the goals and achievements of the campus master plan.

IMPACT
More consistent recruitment and enrollment efforts.

CHECK IN & HAVE A SEAT!
Relax in our waiting area.
Grab a cup of coffee upstairs.
We'll let you know when it's almost your turn.

Strengthened the collaborative culture among 40+ units who communicate with incoming students.

Increased sharing of ideas and resources to recruit students.

Celebrated new sustainable design and infrastructure.

Kept campus community apprised of construction updates, milestones, and progress on goals for improving our learning environment and becoming a more pedestrian-friendly campus.
CAMPUS PARTNERSHIPS

Alumni & Development
Supported the communication efforts of the Office of Alumni Affairs & Development during a record year of raising nearly $235 million in contributions.

IMPACT
Wrote 40+ stories

Experience Learning Initiative
experiencelearning.utk.edu
Worked with the Office of the Provost to launch the university’s new Quality Enhancement Plan and created a fully integrated, highly visual campaign spanning all available media platforms.

IMPACT
Increased weekly fall semester traffic to utk.edu, experiencelearning.utk.edu, and received positive social media engagement.

Increased faculty and staff awareness.

Increased number of conversations about initiative between students and academic advisors.

Wrote 40+ stories

Produced 17 videos

Created 30+ alumni-targeted print and digital pieces, including Torchbearer alumni magazine, which distributes to 200,000+ alumni twice annually.

Increased number of conversations about initiative between students and academic advisors.
In 2015 our office planned, or assisted in planning, **81 events** that drew a combined total of **50,000 attendees**.

- **9** student-focused events
- **24** events recognized the accomplishments of faculty and staff
- **3 building ceremonies**
  - Student Union Phase 1 dedication
  - Frieson Black Cultural Center dedication
  - Ken & Blaire Mossman groundbreaking
- First ever memorial for students, faculty, and staff
- SACS reaccreditation visit
- **3 launch galas** for college campaigns
**Chancellor’s Big Orange Bus Tour**
tiny.utk.edu/bustour
A bus tour of eight Tennessee cities for Chancellor Cheek and other key university leaders.

**A Moment of Science**
tiny.utk.edu/billnye
Promotion and execution of the inaugural Ken & Blaire Mossman Distinguished Lecture at Thompson-Boling Arena, featuring science guru Bill Nye.

**IMPACT**
Direct interaction with more than 4,000 prospective students and more than 500 alumni. Earned positive press coverage and social media engagement throughout tour.

A captive audience of 8,000 people, one of Mr. Nye’s largest ever crowds. Bill Nye even sported an orange bow-tie at the event.
OUR OFFICE AT A GLANCE

50+ videos and 125+ photoshoots produced by Video & Photography Center.

201
Open Records Requests processed by Media & Internal Relations.
26% increase in requests since 2013.

593 print, web, or campaign project requests filed with Creative Communications. 18.6% annual growth, 54.8% growth since 2011.

6 magazines produced annually, including Torchbearer, Quest, Accolades, and Noteworthy.

More than 40,000 media mentions of UT including in the New York Times, the Washington Post, the Wall Street Journal, NPR, and other outlets.

One article featuring UT microbiology assistant professor Jill Mikucki and her research on mapping salty groundwater in Antarctica was picked up by more than 20 national and international media outlets.

Made progress on 18 of 25 tactics outlined in our strategic marketing plan since implementation began in May 2014.

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Our Office at a Glance

- 365,569 YouTube video views, for a total of 10,000+ hours of UT-branded content watched, with a 74% retention rate, and 540 new YouTube subscribers.
- Increased Vol Update—our bi-weekly student-focused e-newsletter—unique open rate from 21.2% in October 2013 to 50% in October 2015.
- Relaunched new and improved Experts Guide and integrated the tool into weekly media pitches.
- Received 18 industry awards for writing, design, illustration, and video production.

Looking Ahead
Our office is dedicated to enhancing the mission of the University of Tennessee and the six priority areas of the Vol Vision 2020 Strategic Plan. We continue to pursue the objectives outlined in our strategic marketing plan, and we are working to foster closer, more meaningful connections between our team and other campus communicators.

Migrated campus e-newsletters to Emma e-mail marketing platform to gain access to more informative metrics.